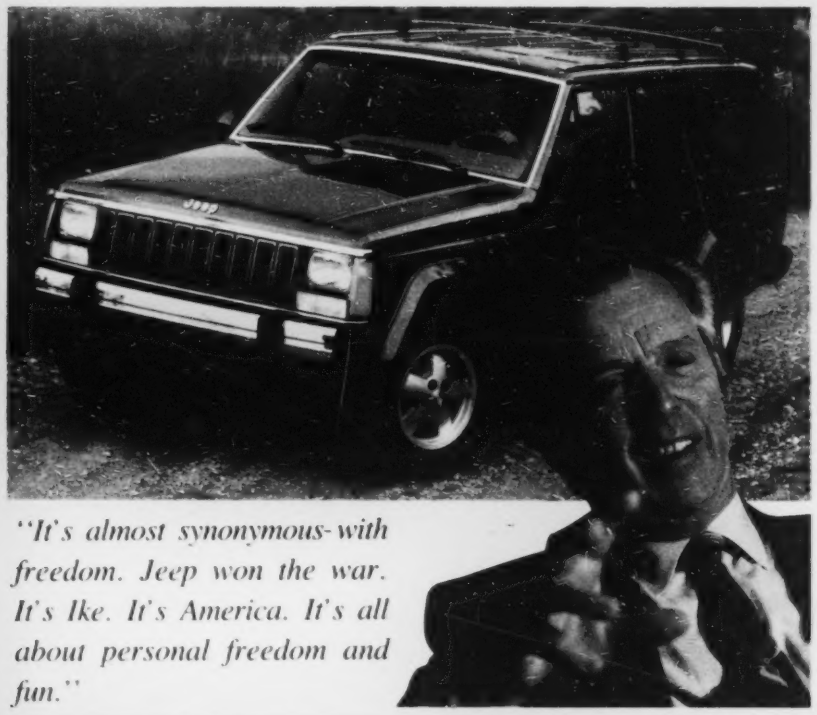
C2700-1
5/13/87

Automotive News®

May 11, 1987

©Entire contents copyright 1987, by Crain Communications, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy



"It's almost synonymous with freedom. Jeep won the war. It's Ike. It's America. It's all about personal freedom and fun."

JEEP: *Chrysler dealers have no priority; Sperlich expects sport-utility boom*

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Expanding distribution of Jeep products to its entire dealer network will not be a priority for Chrysler Motors despite its intent to exploit the burgeoning sport-utility market.

Chrysler Motors President Harold K. Sperlich said in an interview that the pending acquisition of American Motors will allow Chrysler to gain a premier position in a utility-vehicle market that is poised "to explode."

However, when asked if distributing AMC's Jeep products throughout the Chrysler Motors dealer network would be a priority if the AMC takeover is completed, Sperlich said it would not.

"We may do some cross-franchising among the franchised dealer groups over time," Sperlich said. "But you have got to remember why you called the party. The fundamental reason for our interest in AMC was one word — Jeep. You nurture an asset like that.

"There are only two words in any language that don't need translation — Coke and Jeep. It's the most significant automotive brand in the world. They know it everywhere. It's a massive property, properly exploited. Coke doesn't give out its formula. If Chrysler acquires AMC, Chrysler is going to nurture that tremendous asset. That's the most important thing.

"It's a tremendous brand," Sperlich continued. "It's awesome. It's almost synonymous with freedom. I mean, Jeep won the war. It's Ike. It's America. It's all about personal freedom and fun. It's a marvelous, marvelous brand and it has really deep roots.

"The core of the acquisition is aimed at that incredible brand Jeep, its worldwide strength and its position at a crossroads that we think will explode from a market standpoint," Sperlich said.

"We're going to be anxious to exploit the potential of the acquisition, but we don't want to undermine the purpose of the acquisition.

"Our goal is to nurture it and exploit it. Nurturing and exploiting can be in conflict with each other. We have to do this carefully. We'll be tested to see if we do it right. History will write that."

Chrysler and French automaker Renault announced on March 9 Chrysler's intent to

see JEEP, page 77

Dealers rap Buick ads

Agency on the spot; factory execs shifted

By Edward Lapham
AUTOMOTIVE NEWS STAFF REPORTER

Under intense, sustained pressure from its dealers, Buick Motor Division has restructured its advertising, marketing and strategic planning operations and has sent ad agency McCann-Erickson back to the drawing board in a "no-holds-barred" effort to overhaul Buick's ad campaign.

The restructuring, scheduled to be announced today (May 11), creates a new marketing department and integrates Buick's engineering and strategic planning departments.

Buick dealers have been particularly critical of this year's campaign, which features new print advertising, a new themeline and a new spokesman — actor Hal Holbrook.

The situation came to a head at the dealer council's April meeting in Phoenix, Ariz., after a year of pressure.

In the restructuring, Darwin E. Clark has been named to the new position of general marketing manager and will report directly to Buick General Manager Edward H. Mertz. Clark had been assistant general sales manager — administrative.

David S. Sharpe gets the new title of general engineering and planning manager as head of the newly merged engineering and planning departments. Sharpe's title had been chief engineer.

Jack W. Qualman Jr., who was strategic planning director, was named to the new position of general director of advertising, replacing Harold E. Savage who is retiring from General Motors to become the full-time Detroit representative of the Magazine Publishers Association.

Timothy A. Logsdon, who had been manager of product planning

see BUICK, page 76

Incentive craze forces props for new models

By Mary Connelly, Michelle Krebs and Laura Clark
AUTOMOTIVE NEWS STAFF REPORTERS

General Motors, Chrysler Motors and American Motors are using incentives to bolster the spring launches of three pivotal new models.

In the past, such props would have been a sign that the cars were doomed to fail. But it now appears that makers must offer special deals to avoid having their all-new cars wash out in today's sea of incentives.

"In the past, we would not have wanted to put incentives on a new model because it would be like distress merchandising," said Chrysler General Marketing Manager A.C. "Bud" Liebler. "But now it's the normal course of doing business. The customer expects it."

Chrysler's 1987 LeBaron Coupe is one of the three brand-new models to be hyped with incentives; Chevrolet's 1988 Corsica/Beretta and Renault's 1988 Medallion are the others.

Thomas Mason, marketing manager for Chevrolet cars, said the auto industry is the only industry that doesn't offer special introductory prices for its new products. Airlines, he noted, offer special low rates when they enter a new market. Today's environment may force automakers to resort to similar tactics when introducing new models.

The launches are make-or-break-it cars in many ways:

- Chevrolet has called Corsica and Beretta the most important cars since the 1955 Chevrolet, and the two are hoped to eventually top 500,000 sales annually. For GM, the cars symbolize the new GM: They are the first major products since the corporation's reorganization began in January 1984.

But sales of Corsica and Beretta have been slower than the division had hoped, and a $500 cash rebate or low financing is being offered only two months after introduction.

- At Chrysler, the LeBaron Coupe is designed to carve a niche in an upscale, luxury market. Chrysler-Plymouth dealers have cited the proliferation of LeBaron models in the market and said they hope the upcoming arrival of the LeBaron convertible in showrooms will boost awareness of the coupe as an all-new product.

Chrysler last week announced an incentive program that in-

see NEW MODELS, page 73

AUTOMOTIVE NEWS JOE WILSEMS

Chevrolet dealers say the promotion involving the giveaway of 750 Corsicas, Berettas and full-sized pickups has drawn traffic to showrooms

Key figure casts doubt on pact for Romanian car, dealer status

By John A. Russell
AUTOMOTIVE NEWS STAFF REPORTER

The key middleman in Roman Motors' negotiations to market Romanian-built vehicles in the United States said the contract thought to provide those import rights now appears "in doubt."

Statements made by Joseph Constantine Dragan, president of Marimex SA, would appear to confirm allegations that Roman Motors Corp. was not authorized

lions — from the 70 U.S. dealers it signed to sell the Dacia, Oltit and Aro models. In the last month two other U.S. firms have been granted U.S. import rights for the Dacia and Aro.

In a telephone interview, Dragan said an agreement signed in Paris on Nov. 20, 1985, between his company and the export manager of Auto Dacia, Milton Garcea, was not approved by the higher management of Auto Dacia.

see PACT, page 76

MD 20814
9ETHESDA
4520 EAST-WEST HWY STE8
CONGRESSIONAL INFO SERV
ACQ EDITOR SRI
ACQ EDITOR
03032290B AN00 8719 COMP UQZ
*********5-DIGIT 20814

Chevrolet plans Corsica hatchback — Page 2
Audi rebate working; sales gain in April — Page 3
Incentives, cutbacks trim dealer stocks — Page 41

Presidents honored
The Engineering Society of Detroit Development Fund honored General Motors President F. James McDonald, right; Ford Motor Co. President Harold A. Poling, center, and Chrysler Motors President Harold K. Sperlich at the society's Leadership Awards Dinner last week. The leadership awards recognize outstanding individuals of leading companies who promote the advancement of industry, science and engineering in Michigan.

GLENN TRIEST

Domestic trucks get price labels

Ford dealer council opposes move; Chevy expanding program

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Domestic truck manufacturers have begun shipping pickup trucks with Monroney price labels. They plan to expand the practice to more models despite protests from some dealer groups.

Chevrolet began attaching price stickers to its full-sized 1988-model C/K pickups in late April and plans to price-label other trucks, such as the S-10 pickup, Chevy Van, Astro Cargo van and carryover R/V full-sized pickups, within the next four to six weeks, according to John Kelly, Chevrolet marketing manager — trucks.

All Chevrolet trucks except chopped vans and chassis cabs will carry the labels, Kelly added.

Ford began putting price stickers on its 1987 Rangers, largely against the recommendation of its National Dealer Council.

Ford currently has no plans to put them on its full-sized F-series trucks, according to a spokesman.

The labels do not appear on most Econoline cargo vans and other commercial vehicles.

Chrysler Motors isn't putting price labels on any of its domestic or captive import pickups or cargo vans.

However, Jerome B. York, Chrysler Motors vice president — Truck Operations, said, "We are studying it. We believe serious consideration should be given to it from a customer standpoint."

American Motors began putting Monroney labels on its Jeep Comanche and J10/J20 pickups last fall and now has them on all its trucks.

The labels have been a controversial issue and have been strongly resisted by some dealers.

Ford's dealer council recommended that, as a compromise to window-label prices, "each Ranger be delivered with an unpriced label affixed to the window and the priced window label (be) mailed with the dealer invoice."

Giving dealers two labels would allow those who wanted to use a price sticker to do so. Those who didn't would still be able to list equipment and features on the window, without prices.

Some General Motors and Ford dealers have scraped the labels off trucks where they weren't legally required.

Noting that practice, Ford's dealer council said it considered it "extremely important" to give dealers an optional label because those who removed the price label "cannot retain that (package equipment and feature) information."

It told Ford to either adopt its compromise or drop the price-labeling idea.

Ford replied that Monroney stickers on Rangers served various purposes, such as making them more competitive with price-labeled import pickups, satisfying consumers who frequently come from of the car market where they're used to seeing such price labels.

Ford told dealers it was "continuing to monitor" the situation; that, to date, Ranger grosses and market share have increased; and that it currently had "no plans" to remove the Ranger price labels.

Federal law requires only that trucks sold as passenger vehicles, such as sport-utility models and passenger vans, carry Monroney labels. Passenger cars have been required to carry price labels since the beginning of the 1959 model year.

The labels are not required on pickups, which were traditionally regarded as commercial vehicles, except in four states that have specific laws requiring them.

The states are Minnesota, Iowa, Nevada and New Hampshire.

Chevrolet's Kelly said the division's full-scale price-labeling efforts were designed as both a sales aid to dealership personnel and as an aid to consumers in ascertaining prices more easily.

Dean Greb, director of field sales operations for American Motors, said the price labels have proved to be a very effective marketing tool to communicate special discounts and special option groups to consumers.

He added that AMC is currently looking at ways to redesign the labels and rewrite the information to "make them even more useful to the consumer and improve the communication level of option groups and discounts."

Many dealers, of course, don't have any problem with the price labels and feel they add credibility.

Chrysler and Ford extend incentives

By Laura Clark
AUTOMOTIVE STAFF REPORTER

Chrysler Motors and Ford Motor Co. have followed General Motors and American Motors in extending cash rebate and low-interest finance programs on many of their cars and light-duty trucks.

A Ford spokesman said the company is expected to announce today (May 11) that it is extending its previous incentive program through June 8. The new round will add car and truck models to the previous program and will sweeten rebates, the spokesman said.

The specific models and rebate amounts in the new incentive plan were not disclosed. No dealer financial participation will be required.

All Ford and Lincoln-Mercury incentives, with the exception of those on Bronco II and Ranger models, were to end May 9. The cutoff date for Bronco II and Ranger models was May 31.

Ford had been offering a choice of financing rates of 3.9 percent to 9.9 percent or cash rebates of $400 to $600 on selected small and intermediate-sized cars, F-series trucks and sport-utility models.

The Chrysler incentive program is similar to the one that was to end May 5. The new program began May 6 and has no expiration date.

Chrysler is offering rebates of $1,000 on Dodge Ramcharger sport-utility vehicles; $750 on Chrysler New Yorker; $500 on Plymouth Reliant, Dodge Aries, Chrysler LeBaron coupe, Dodge Daytona, Chrysler LeBaron sedan and Town & Country wagon, Plymouth Sundance, Dodge Shadow, Dodge Ram Wagon, Dodge Ram pickup, Dakota pickup and Dodge Raider; and $300 on Plymouth Colt and Dodge Colt.

Dakota S-model pickup trucks and Colt Vista models are not included in the program.

Buyers can choose the cash rebate or finance rates of 3.7 percent on 24-month contracts, 5.9 percent for 36 months, 6.9 for 48 months and 9.9 percent for 60 months.

No dealer financial participation is required. Consumers must purchase vehicles from dealer stock and take delivery before the program ends.

Chrysler Motors President Harold K. Sperlich said he anticipates the continuing use of incentives to boost sales in 1987.

"I think you're going to see incentives off and on throughout much of the year because there is less demand than there is supply," Sperlich said.

"Everybody is fighting like dogs for their turf. The result is pressure on prices and you see that in the form of incentives," he added.

Chrysler Credit Corp. announced last week that is offering pre-approved credit to 400,000 Chrysler owners through May 31. The customers contacted are presently financing vehicles through Chrysler Credit with loans of 24 months or more and have made 18 or more payments on the loan.

The credit company sent out letters detailing the program and notifying customers of their pre-approved credit limit.

Chrysler plans to offer the pre-approved credit program at the start of each new product launch to prompt present owners to buy new Chrysler products, said Gary Howe, marketing vice president.

This is the second year Chrysler Credit has offered the program. Last year, 2,400 of the 210,000 persons contacted purchased new vehicles.

Audi's $5,000 rebate doing job; dealers report sales gain in April

By David Versical
AUTOMOTIVE NEWS STAFF REPORTER

Audi of America's $5,000 rebate to Audi 5000 owners has paid off off with a dramatic sales improvement in April, the first month of the program.

The rebate was the first of a series of steps Audi plans to use in its attempt to recover from the damaging publicity surrounding reports of runaway acceleration in Audi 5000s with automatic transmissions. By company and dealer accounts, the program is working better than expected.

"It's been a winner in more ways than one," said Gene Young, president of Northland Audi in Cincinnati. "The confidence that people have in Audi has been reassuring to the dealers."

Audi sold 4,901 cars in April, the highest monthly total since last October. April's figure was nearly twice as high as this year's previous peak, 2,489 in March. Even with last month's boost, though, sales through the first four months of 1987 were about half those of the same 1986 period. The sudden-acceleration issue gained widespread attention in March 1986.

Under the program, called the Audi Private Purchase Plan, the 140,000 owners and lessees of 1984-86-model Audi 5000-S cars are being given the $5,000 rebate when they buy a 1987 model.

Dealers interviewed by Automotive News said that most of their April sales came from current owners. One said that 80 percent of his sales went to coupon holders; another said that 20 of his 22 sales were made under the program.

Most of the 1987 cars chosen have been equipped with automatic transmissions, dealers said. Audi's 1987 models have a shift-lock device that requires drivers to put their foot on the brake before shifting into gear.

The program ends June 30. Audi has given dealers a list of current owners, and dealers have been inviting them into the showrooms.

One dealer expressed concern that sales might sag once the rebate expires, but Audi has stressed that the recovery will take time.

In another step, the company is offering factory-to-dealer cash incentives on 1987 Audi 4000 models through the summer. According to one dealer, the amount ranges from $500 to $1,500, depending on the number of 4000s the dealer sells.

A new version of that car, to be called the Audi 80 and 90, makes its debut this fall.

"Our approach is that it's very much of a building process," said an Audi of America spokesman. "We are not going to recapture all of the lost ground in one giant step."

INDEX

Auction dates	60
Automotive world news	41
Classifieds	60
Coming events	32
Dealing with dealers	18
Engineering	16
Inventories	4
Marketing and media	48
News briefs	8
Opinion	10
Personnel	46
Production	78
Sales, car	24
Truck industry	12

61st year—No. 5180

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

OBITUARIES

Pete Wemhoff, 76; was Automotive News editor

ORMOND BEACH, Fla.— Pete Wemhoff, retired editor and publisher of Automotive News, died May 7. He was 76 and had lived here since retiring in 1971.

Keith E. Crain, Automotive News publisher and editorial director, said last week, "Pete Wemhoff made a great contribution to Automotive News. We and the entire auto industry owe him a huge debt."

Mr. Wemhoff's given name was Bernard, but he never used it. His byline read "By Pete Wemhoff."

He was a copy editor for the Detroit Free Press before joining Automotive News in 1936. He arrived just in time to cover the sitdown strikes in the auto industry.

Mr. Wemhoff became editor of Autmotive News in 1943 and served in that position until 1965, longer than any other editor in the history of the paper.

Mr. Wemhoff

In 1955, he added the duties of general manager. He became publisher of Automotive News in 1965 and retired at the end of 1971.

Mr. Wemhoff is survived by his wife, Ann; four sons, a daughter and eight grandchildren.

Mark R. Chenowith

SYKESVILLE, Md. — Mark R. Chenowith, 87, retired president of Jarman Motors Pontiac-GMC, died here April 23. In 1955 he was president of the Automobile Trade Association of Maryland.

Scorpio trade price guaranteed for L-M dealers

By David Versical
AUTOMOTIVE NEWS STAFF REPORTER

Scorpio, Ford Motor Co.'s entry in the luxury sedan market, will be offered with a guaranteed trade-in price and a variety of customer-service programs in an effort to establish the car among the prestigious competitors in its class.

The trade-in guarantee has some caveats, however. The deal will apply only to 1988 models traded for other Lincoln-Mercury or Merkur products. The trade-in also must be made between 24 and 48 months after the original purchase.

Scorpio, a Ford of Europe import, is the second car for the 737-dealer Merkur franchise. The first, the XR4Ti coupe, has never lived up to initial sales projections.

L-M is issuing a modest sales forecast for Scorpio: 5,000 to 7,000 through the end of this year and twice those numbers in 1988.

Division officials expect the $26,405 (fully equipped) Scorpio to broaden the Merkur line while adding some zest to the two-year-old franchise. Scorpio's official introduction date is May 21. The base sticker is $23,248.

The fact that Scorpio will have plenty of competition will help boost the car's prospects, L-M General Manager Thomas J. Wagner said in an interview.

Whereas the XR4Ti, now $17,832, had no clearly defined market segment, Wagner said the Scorpio is entering a well-established niche with some formidable competitors, such as the Saab 9000, Audi 5000, Mercedes-Benz 190, Volvo 700 series and BMW 5 series. The marketing campaign will aim at putting the Scorpio name in those ranks.

Scorpio's Guaranteed Resale Value program promises a trade-in value equal to that of the Mercedes-Benz 190 as a percentage of the original retail price. In L-M's eyes, that is the car that customers believe is the best in the segment.

When a Scorpio owner trades in a car, L-M will compare the average resale value of that product to the average resale value of the Mercedes 190, using monthly figures from the National Automobile Dealers Association's used-car guide. If the average Scorpio's resale value is rated at 45 percent of the original purchase price and the average Mercedes 190 is rated at 50 percent, for example, the Scorpio owner would get a check equal to 5 percent of the car's retail cost.

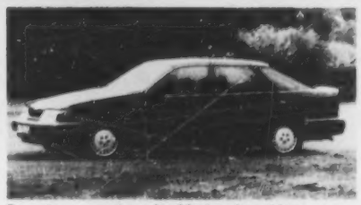
If the percentages are the same or the Scorpio's resale percentage is greater, no payment would be made.

The guarantee is figured only by comparing a Scorpio's book value to the Mercedes 190's book value. A Scorpio owner and dealer would separately negotiate a trade-in price that reflects the condition of the car.

L-M believes it is the first national program of its kind on any car. The division ran a pilot test on Lincoln models in California in 1982.

According to Wagner, the program is tailored for Scorpio's upscale buyers, who might stay away from a new car until its resale value is established.

"We're not willing to wait a couple of years," Wagner said. "We decided that we have great confidence in the car, and we'll short-circuit this whole thought process by doing the resale thing."



Scorpio: second car for Merkur franchise

Other L-M efforts will echo those offered by some of Scorpio's competitors. Scorpio owners can get a free loaner car when they bring their cars in for service.

In addition, Scorpio owners who need emergency road service will be reimbursed for towing, lodging and other expenses. And L-M offers free delivery from Europe for customers who pick up their new cars there.

The Guaranteed Resale Value program will be used in the Scorpio advertising campaign, which L-M has said will take 20 percent of the division's ad budget for 1987. According to figures from Advertising Age, the Scorpio outlay is about $25 million.

Seventy percent of it will spent on print advertising, where L-M feels it can target its audience more directly. Eight-page inserts will be included in Time, Newsweek and other publications this month.

The remainder of the ad budget will be spent on television in an attempt to establish the Scorpio name and the fact that it's a new entry in the European luxury sedan field.

One effect of the Scorpio launch, Wagner said, will be to reaffirm Merkur as a car line rather than just a car. Up until now, the only Merkur has been the XR4Ti.

The XR4Ti has never met sales expectations. L-M had predicted 20,000 XR4Ti sales in its first year, but sold only 8,974 in 1985 and 14,315 last year. Through April of this year, 2,656 had been sold, compared with 4,836 last year.

"It's been a loser for us," said a Merkur franchise holder. And a recent survey by J.D. Power & Associates revealed that only 3 percent of all dealers and 6 percent of Merkur dealers rated the Merkur franchise as an excellent financial investment.

From the start, L-M has said it will apply lessons from the XR4Ti launch to Scorpio.

"We've learned that you've got to build a car for the American market, and not what you think is the European market," Wagner said. "We built the XR4Ti in seven shades of gray and silver, almost all cloth and standard transmissions. Well, it turns out that the American market wants almost all automatics, a lot of colors and leather."

The Scorpio will be available in 11 colors, and leather upholstery will be an option. And 85 percent will have automatic transmissions.

Wagner also believes L-M was not restrictive enough in accepting Merkur dealer applications. And it is pushing dealers to have one or two salespeople who specialize in Scorpio sales.

Ford hopes to sell 35,000 Festivas by the end of 1987

Ford pegs Festiva at $5,765, staggers dealer introductions

By David Versical
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. has jumped into the under-$6,000 car market with last week's launch of the Festiva, a new import from South Korea.

Ford has put a $5,765 price tag on the base model, slightly above two other young entries in the market, the Subaru Justy and the Volkswagen Fox. But it comes in slightly lower than the new Pontiac LeMans. A top-of-the-line Festiva LX version starts at $6,868.

The company hopes to sell 35,000 through the end of 1987 and expects to boost sales to 50,000 the following year. Kia Motors Corp., the assembler, has capacity to make 85,000 Festivas annually for the U.S. market.

To keep dealers stocked, Ford is staggering Festiva's introduction. The car officially went on sale last week in Oregon, Hawaii, Nevada, Alaska, Washington and California. It will debut in the Northeast next month, the Southeast in July and the rest of the country by fall.

Ford is billing Festiva as a companion to Ford Escort, but the newcomer could compete directly with the popular subcompact in some price ranges. One California dealer said that with the $600 rebate currently in effect on the Escort Pony, that car can be bought for slightly less than Festiva.

Ford hopes that Festiva will draw attention from shoppers considering other products in the "B-class" small-car market, a field that Ford expects to account for 40 percent of all small-car sales by 1990.

Another South Korean product, the Hyundai, has scored considerable success since its launch last year, selling more than 168,000 units in its first 10 months.

Ford's advertising campaign will target young, educated, first-time buyers. Thirty-second television spots are running on the West Coast.

Festiva, developed by Ford of Japan with Mazda Motor Corp., has been sold in Japan for two years. More than half of the componentry is shipped by Mazda to Kia for assembly in South Korea. Ford owns 25 percent of Mazda and 10 percent of Kia; Mazda owns 8 percent of Kia.

Festiva carries few options, just air conditioning, rear wiper/washer and a cassette tape player. Automatic transmission will be available on the 1989 model.

Ford believes the base model carries enough standard equipment to capture half of all Festiva sales. A fully loaded LX version sells for about $7,800. No options will be installed by the dealer.

Incentives, cutbacks trim dealer stocks

By Roger Rowand
AUTOMOTIVE NEWS STAFF REPORTER

Inventories of unsold United States-built automobiles shrank a bit in April.

The decrease in stocks came on a wave of production cutbacks and widespread sales incentives consisting principally of cut-rate financing and cash rebates.

On May 1, the number of cars on dealers' lots and en route to dealerships was 1,912,132, the equivalent of a 72-day supply.

It was the highest May 1 figure since 1979 when stocks totaled 1,913,597 units. On April 1 of this year, the count was 1,945,438 cars, a 74-day supply.

It is generally accepted that a 60-day supply of domestic cars is optimal.

By company, May 1 inventories were divided this way: General Motors, 55.86 percent; Ford Motor Co., 25.98 percent; Chrysler Motors, 13.53 percent; Nissan, 1.48 percent; Volkswagen 1.20 percent; American Motors, 0.95; Honda, 0.48, and Toyota 0.52.

By size class, domestic new-car inventories consisted of 38.82 percent intermediates, 19.23 percent compacts, 18.67 percent subcompacts, 12.96 percent standards and 10.32 percent luxury models.

General Motors managed to reduce its May 1 inventory of unsold cars to a 76-day supply from an 85-day supply a month before. Ford Motor's stockpile climbed a bit to a 68-day supply from 64 days.

Chrysler's stocks grew to a 79-day supply from 72 days at the beginning of April, while Nissan's dipped to 60 days from 68 days. Volkswagen's supply eased to 114 days from 124 days.

AMC's inventory was the equivalent of a 166-day supply on May 1. That was down from a 172-day supply a month earlier.

Honda's position was in sharp contrast to that of the other companies. Honda had a skimpy 9-day supply compared with 8 days a month earlier. Toyota's May 1 inventory of unsold passenger units made in this country dipped to 65-day supply from 68 days on April 1.

DOMESTIC DAYS' SUPPLIES

	May 1, 1987	April 1, 1987	May 1, 1986
Alliance	171	182	134
Encore	0	0	303
Total Renault	171	182	167
Eagle	131	117	153
Total AMC	131	117	153
AMERICAN MTRS.	166	172	166
Horizon	55	76	55
Sundance	95	94	0
Turismo	95	69	91
Reliant	52	48	66
Caravelle	80	70	75
Plymouth	83	102	53
Total Plymouth	70	68	67
Laser	83	62	133
LeBaron K	94	84	74
LeBaron J	105	99	0
LeBaron GTS	101	75	85
Fifth Avenue	93	65	89
New Yorker	95	96	89
Total Chrysler	97	83	88
Omni	51	71	58
Shadow	132	77	0
Charger	42	59	93
Daytona	104	80	92
Aries	54	48	82
Lancer	127	85	95
Diplomat	86	111	45
Dodge 600	90	77	88
Total Dodge	75	67	79
CHRYSLER MTRS.	79	72	79
Escort	69	62	55
Mustang	46	27	56
Tempo	73	71	57
Taurus	89	75	44
Thunderbird	71	61	92
LTD	0	0	59
Crown Victoria	49	61	57
Total Ford Division	66	61	58
Lynx	105	89	63
Topaz	74	69	71
Sable	99	87	40
Cougar	87	85	72
Capri	0	0	127
Marquis	0	0	66
Grand Marquis	59	55	55
Total Mercury	83	76	60
Continental	68	55	70
Lincoln	50	53	58
Mark VII	50	61	65
Total Lincoln	52	54	60
Total L-M Division	75	70	60
FORD MOTOR CO.	68	64	58
Skyhawk	143	179	102
Somerset Regal	102	120	89
Century	85	95	87
Regal	74	89	107
LeSabre	75	92	58
Electra	105	119	76
Riviera	64	69	124
Total Buick	90	105	85
Cimarron	114	179	83
Allante	67	43	0
Seville	73	67	81
Cadillac	89	114	53
Eldorado	78	112	81
Total Cadillac	89	112	59
Chevette	48	53	71
Nova	77	132	109
Cavalier	64	55	71
Citation	0	0	68
Camaro	54	60	79
Celebrity	44	58	70
Corsica/Beretta	119	148	0
Monte Carlo	133	146	88
Chevrolet	91	94	87
Corvette	91	101	71
Total Chevrolet	71	78	79
Firenza	153	185	122
Calais	57	59	79
Cutlass Ciera	66	70	67
Cutlass Supreme	73	74	83
Olds 88	77	85	94
Olds 98	106	147	42
Toronado	55	97	73
Total Oldsmobile	74	81	75
Fiero	76	117	106
1000	50	68	86
Sunbird	81	88	82
Firebird	58	80	61
Grand Am	46	49	24
6000	91	95	84
Bonn. Gr. Prix	101	132	106
Grand Prix	0	0	118
Parisienne/Bonn.	99	97	49
Total Pontiac	72	81	65
GENERAL MTRS.	76	85	75
VOLKSWAGEN*	114	124	78
HONDA	9	8	9
NISSAN	60	68	9
TOYOTA*	65	68	0
DOM. TOTAL	72	74	70
Subcompact	64	67	68
Compact	68	63	72
Intermediate	75	79	72
Luxury	91	93	64
Standard	76	82	69

*Automotive News estimate.

Ford Canada reports huge profit gain for quarter

OAKVILLE, Ontario — Ford Motor Co. of Canada rebounded in the first quarter after dismal financial results in the same period a year ago.

Ford of Canada earned $73 million, or $8.79 a share, in the first quarter, compared with $6 million, or 76 cents a share, in the year-ago first quarter.

Ford of Canada had sales of $3.6 billion in the first quarter, up from $3.5 billion in the first quarter of 1986.

Kenneth W. Harrigan, Ford of Canada president, said the improvement was the result of the strengthening of the Canadian dollar, an improved cost structure and increased production at the Windsor casting plant.

In the year-ago period, Ford of Canada's results were adversely affected by the weak Canadian dollar, overseas losses, high marketing costs associated with the launch of the Taurus/Sable and sales incentives and the shutdown of the Essex engine plant for model changeover.

Net income from Canadian operations amounted to $73 million in the first quarter, compared with $11 million in the year-ago period. Ford of Canada broke even on its overseas operations in the first quarter, improving its position slightly from a year ago. Ford of Canada's overseas sales were $441 million.

Harrigan said Ford's share of the Canadian car market in the first quarter was 19 percent — the highest since 1979. That compares with 17.2 percent in the same period of 1986. Ford of Canada's truck sales took 30.9 percent of the market, up from 30.1 percent in the first quarter of 1986.

The Canadian industry's best-selling car in the first quarter was the Ford Tempo, built in Oakville, with sales of 10,891. The new F-series pickup truck, also produced in Oakville, was the industry's best-selling truck. F-series pickup sales totaled 13,402.

CANADIAN SALES

	April 1987	April 1986	Pct. Change	4 mos. 1987	4 mos. 1986	Pct. Change
AMC						
Cars	374	875	−55.79	1,617	3,157	−48.78
Jeeps	2,000	1,178	+69.78	6,451	4,418	+46.02
CHRYSLER						
Cars	17,999	16,263	+10.67	50,252	53,360	− 5.82
Trucks	8,081	5,815	+38.97	23,000	19,884	+15.67
GM						
Cars	40,953	47,093	−13.04	120,098	137,595	−12.72
Trucks	16,227	15,386	+ 5.47	51,418	49,973	+ 2.89
FORD						
Cars	23,131	22,115	+ 4.59	67,120	64,617	+ 3.87
Trucks	15,283	13,582	+12.52	45,636	41,746	+ 9.32
VOLVO						
Cars	250	313	−20.13	754	895	−15.75
HONDA	986	—	—	1,646	—	—
TOTAL CAR	83,693	86,659	− 3.42	241,484	259,624	− 6.99
TOTAL TRUCK	41,591	35,961	+15.66	126,505	116,021	+ 9.04

Canada truck sales set record; April car deliveries decline 3%

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Ford, Chrysler and American Motors posted all-time record truck sales in Canada last month while General Motors broke its previous April truck sales record.

Meanwhile, domestic new-car sales dipped 3.42 percent from the year-ago month. Canadian dealers delivered 83,693 North American-built cars in April, compared with 86,659 in April 1986.

Truck sales totaled 41,591 in April, up 15.66 percent over 35,961 a year earlier. Ford, Chrysler and AMC said last month's truck sales in Canada were the highest for any month in their history. General Motors set an April truck sales record.

AMC's Jeep sales rose 69.78 percent to 2,000 from 1,178 a year ago. Chrysler truck sales totaled 8,081, a 38.97 percent gain over 5,815 last year. Ford sold 15,283 trucks, a 12.52 percent rise from 13,582 in April 1986. GM posted a 5.47 percent increase, selling 16,227 trucks last month compared with 15,386 a year ago.

General Motors, Ford and Chrysler continued to offer incentives on selected cars and light-duty trucks to woo spring buyers.

Chrysler posted the largest percentage gain in car sales last month. It sold 17,999 North American-built cars, 10.67 percent more than the 16,263 sold in April 1986.

Ford reported a 4.59 percent increase in sales of its North American-built cars. It sold 23,131 last month compared with 22,115 in April 1986. Sales of GM's North American cars dropped 13.04 percent to 40,953 units from 47,093 a year earlier.

Sales of AMC cars dropped to 24 units last month from 29 in April 1986. Deliveries of North American-built Renault cars fell to 350 from 846 in the year-ago month.

Volvo sold 250 Canadian-built cars in April, down from 313 a year ago. Honda sold 986 Canadian-built autos; it was not building cars in Canada last year.

In addition to North American cars, GM sold 86 Suzuki-built Chevrolet Sprints, 705 Suzuki-built Pontiac Fireflys, 56 Isuzu-built Chevrolet Spectrums and 39 Isuzu-built Pontiac Sunbursts. Ford sold 960 Tracer and 35 Merkur XR4Ti models. Chrysler sold 1,059 Mitsubishi cars and 17 Peugeot cars.

AMC sold 423 imported Renault vehicles in April; Volvo sold 663 Swedish-built Volvo cars; and Honda sold 7,236 Japanese-built cars.

MARKET SHARES
April 1987

Cars

General Motors	48.93%
Ford Motor Co.	27.64%
Chrysler Motors	21.50%
American Motors	.45%
Volvo	.29%
Honda	1.19%

Trucks

General Motors	39.02%
Ford Motor Co.	36.75%
Chrysler Motors	19.43%
Jeep	4.80%

Cadillac drops proposal to set limo-builder rules

By Scott Miner
AUTOMOTIVE NEWS STAFF REPORTER

Because of fear of legal ramifications, Cadillac has dropped a Master Coachbuilder plan that would have imposed stricter standards on limousine converters. Instead, Cadillac will review other methods to assist what a Cadillac official calls "the good coachbuilders."

Dave John, director of fleet sales, declined to comment further on any efforts being considered until Cadillac approves such measures.

However, he did say that Cadillac could share technical advice or "drop ship" the cars directly to the coachbuilders.

In drop shipping, the manufacturer delivers new cars to the coachbuilder's plant. Builders that produce about 100 cars a year would qualify, John said.

Coachbuilders still purchase the cars through a local dealer, but they can save time and money if the manufacturer ships the cars directly to them.

Sharing technical advice would give the coachbuilders advance notice of model changes or drivetrain changes. The builders would be able to adjust their assembly lines in time for Cadillac's new-car introductions.

The major stumbling block with the Master Coachbuilder program was "how do you determine the haves and the have-nots," said John.

"We want to take care of the good coachbuilders," he said.

He said that helping the coachbuilders "is an ongoing thing. We're always trying to find ways to assist the good coachbuilders."

Coachbuilders, dealers and automakers have all expressed interest in developing some sort of program to control product quality. At present, automakers have no control over what happens to the car once it is sold.

James L. Centner, president of Moloney Coachbuilders, said his company has been talking with Cadillac and Lincoln for about three years about a Master Coachbuilder program.

Moloney is one of the four largest limousine conversion companies. Each of the four produces about 1,000 limousines a year, and they account for an estimated 80 percent of the limos built for sale in the United States.

Centner was in favor of the Master Coachbuilder concept because, "bad quality hurts business." He added that many builders do not have sufficient liability insurance.

Centner said some builders carry only "garage insurance" — insurance that covers only their property and persons on that property.

He said builders should carry the more expensive type of insurance to cover the limousines after they leave the shop.

A Lincoln spokesman said that no formal plan for coachbuilders is in place, but he acknowledged that such a plan is being reviewed.

NHTSA probes Ford Econolines

WASHINGTON — NHTSA has opened an investigation into fuel spurting and possible fires in 1984-86 Ford E-150, E-250 and E-350 Econoline vans.

In opening the engineering analysis, the safety agency granted a petition filed by the Center for Auto Safety last January and, in essence, admitted that the problem with fuel-spurting is not merely one that occurs when the vans are converted into ambulances.

According to the safety center, 324,000 Ford vans are involved, and there have been 72 reports of overpressurized fuel, including 14 fires and 5 injuries on non-ambulance vans.

According to NHTSA, 145,000 Ford vans are involved, and there have been 91 complaints including 21 fires and 10 injuries.

A class-action suit on behalf of all owners of Ford Econoline vans is pending against Ford in U.S. District court in Denver. The issue is alleged danger from fire.

The case was filed by Aspen Limousine Service Inc., which does business as VANS TO VAIL, and Intra-Rockies Limousine Service.

An Invitation

To complete our network, Avanti seeks a few dealers in our remaining key markets to sell and service the handcrafted luxury sports coupe and convertible now in production at our factory.

For more information, please contact Larry Towne, Vice-President, Sales and Marketing.

Avanti

The New Avanti Motor Corporation

765 SOUTH LAFAYETTE BLVD., SOUTH BEND, INDIANA 46634

Phone (219) 287-0823

U.S. foreign-pickup purchase hit

By Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The U.S. Defense Department has taken delivery of 3,743 Dodge D-50 pickup trucks manufactured by Mitsubishi Motors Corp. as part of a $76.7 million contract with Chrysler Motors for 10,033 vehicles.

The D-50s were purchased for $20.7 million, or $5,530 per vehicle.

The International Brotherhood of Teamsters protested the purchase of the Japanese-made trucks before the House Armed Services Committee late last month. The union claimed the purchase of Japanese-made trucks will cost American workers their jobs.

According to a spokesman for the UAW, Congress appears likely to accept an amendment to its defense authorization bill that would bar large Defense Department purchases of imported cars and light-duty trucks. The UAW-supported amendment, to be offered by Rep. Dennis Hertel, D-Mich., specifies that only American-made "administrative vehicles" can be purchased if the contract is worth more than $50,000.

Surprisingly, Chrysler Corp. said that in principle it does not support the D-50 purchase either.

According to a Chrysler spokesman here, the company has long supported legislation that would require the U.S. government to buy American-made products. The legislation has not been successful, however, and Chrysler's bid was accepted by the government because it was the lowest, he said.

A spokesman for the General Services Administration, the government's purchasing agency, said General Motors, Ford Motor Co. and American Motors also bid on the contract, but their prices were "18 to 42 percent higher" than the Chrysler bid.

Paul Locigno, Teamsters' director of governmental affairs, told the House committee that the purchase illustrates why the union has asked Congress to enact legislation requiring the federal government to purchase only American-made products.

Locigno said that if the 3,000 pickup trucks had been manufactured in the United States, 72 auto workers would be employed for one year in addition to hundreds of employees in the supplier industry.

"You don't have to represent a district in Michigan to realize what a serious problem this procurement policy poses to this country and its workers," he said. "As it stands, the laws on the books allow American taxpayers' dollars to be used to export American jobs. It is a senseless policy."

Chrysler said the government also bought "about 2,000 assorted cars" as part of the contract. Other trucks made up the balance of the purchase, Chrysler said. The contract was approved in April 1986.

SALES

DOMESTIC CAR SALES

	April 21 to April 30, 1987	Same Period, 1986	April 1987	Same Month, 1986	Jan. 1 to April 30, 1987	Same Period, 1986
Alliance	0	0	2,465	3,716	9,044	16,965
Encore	0	0	0	899	0	4,578
Total Renault	0	0	2,465	4,617	9,044	21,543
Eagle	0	0	372	585	1,463	2,820
Total AMC	0	0	372	585	1,463	2,820
AMERICAN MOTORS	1,407	2,002	2,837	5,202	10,507	24,363
Horizon	2,547	3,980	6,313	8,119	26,217	27,727
Sundance	3,054	0	6,444	0	21,948	0
Turismo	500	1,642	2,254	3,926	9,843	14,657
Reliant	4,195	5,010	9,899	10,698	37,635	45,631
Caravelle	1,394	1,796	3,577	3,940	12,605	12,896
Plymouth	304	668	573	1,497	1,815	4,972
Total Plymouth	11,994	13,096	29,060	28,180	110,063	105,883
Laser	132	1,398	487	3,252	2,761	9,588
LeBaron K	2,205	4,377	5,378	9,955	17,995	33,978
LeBaron J	2,787	0	5,631	0	14,135	0
LeBaron GTS	1,081	2,920	3,072	7,427	12,659	23,978
Fifth Avenue	1,084	3,913	3,714	8,785	13,955	28,803
New Yorker	2,346	2,199	6,084	5,171	18,738	17,458
Total Chrysler	9,635	14,807	24,366	34,590	80,243	113,805
Omni	2,016	3,722	5,123	7,387	21,815	25,169
Shadow	547	0	3,887	0	19,431	0
Charger	2,956	1,777	4,898	4,304	13,572	15,607
Daytona	1,142	1,747	2,736	4,080	8,586	12,154
Aries	3,053	3,406	8,546	7,684	34,326	32,073
Lancer	575	2,125	1,927	5,589	9,934	17,689
Diplomat	421	1,505	863	3,326	3,083	9,134
Dodge 600	1,340	2,710	3,248	6,130	12,211	19,218
Total Dodge	12,050	16,992	31,228	38,500	122,958	131,044
CHRYSLER MOTORS	33,679	44,695	84,654	101,270	313,264	350,732
EXP	0	0	0	0	0	0
Escort	13,237	12,994	35,120	33,637	119,681	125,480
Mustang	5,357	6,876	14,470	16,986	64,444	56,338
Tempo	8,264	8,369	22,968	21,559	83,789	87,021
Taurus	13,119	8,335	34,647	19,638	113,182	56,218
Thunderbird	3,694	4,848	11,100	11,358	36,293	48,344
LTD	0	1,322	0	3,553	0	16,672
Crown Victoria	4,794	5,209	13,045	13,205	39,251	43,215
Total Ford Division	48,465	47,953	131,350	119,936	458,640	433,288
Lynx	2,263	1,900	5,762	5,350	19,284	22,505
Topaz	2,328	2,030	6,680	4,956	24,145	21,082
Sable	3,652	4,106	8,845	9,813	31,048	26,921
Cougar	4,254	3,966	10,065	9,510	32,391	38,151
Capri	0	450	0	1,125	0	4,100
Marquis	0	539	0	1,387	2,510	7,242
Grand Marquis	4,352	4,252	10,754	10,867	33,888	36,414
Total Mercury	16,849	17,243	42,106	43,008	143,266	156,415
Continental	498	684	1,221	1,676	4,785	6,356
Lincoln	4,499	4,084	11,399	9,861	36,534	37,523
Mark VII	1,062	797	2,736	1,810	8,216	6,477
Total Lincoln	6,079	5,565	15,356	13,347	49,535	50,356
Total L-M Division	22,928	22,808	57,462	56,355	192,801	206,771
FORD MOTOR CO.	71,393	70,761	188,812	176,291	651,441	640,059
Skyhawk	1,826	2,926	3,894	7,061	11,931	22,105
Skylark	0	0	0	0	0	0
Somerset Regal	3,667	4,155	7,872	8,856	25,163	37,136
Century	7,529	8,607	16,239	20,281	52,202	78,114
Regal	2,402	2,582	5,317	6,170	16,896	27,983
LeSabre	6,474	4,309	13,693	10,421	44,286	28,784
Electra	3,612	4,315	7,143	11,784	24,356	43,040
Riviera	726	538	1,703	1,378	8,719	5,619
Total Buick	26,238	27,432	55,861	65,951	183,553	242,781
Cimarron	566	732	1,448	2,219	4,301	6,836
Allante	89	0	248	0	577	0
Seville	634	612	1,685	1,569	8,726	5,175
Cadillac	8,069	8,002	19,723	20,850	62,903	78,077
Eldorado	692	694	1,798	1,895	6,775	7,136
Total Cadillac	10,050	10,040	24,902	26,533	83,285	97,224
Chevette	668	2,346	1,891	7,015	13,799	26,485
Nova	7,282	4,518	15,362	11,297	37,273	45,979
Cavalier	12,608	12,351	30,187	30,345	125,397	130,424
Citation	0	67	0	174	0	773
Camaro	6,036	7,436	13,710	18,927	46,307	56,273
Celebrity	15,510	14,526	38,541	36,620	124,183	135,850
Corsica/Beretta	6,073	0	13,533	0	26,112	0
Monte Carlo	2,469	3,974	5,900	10,614	19,506	34,396
Chevrolet	6,779	8,628	17,255	21,895	58,102	75,964
Corvette	1,066	1,401	2,555	3,901	8,223	11,246
Total Chevrolet	58,491	55,247	138,934	140,788	458,902	517,390
Firenza	738	1,447	1,613	3,608	5,411	11,946
Calais	5,150	4,543	10,413	11,593	35,712	38,773
Cutlass Ciera	12,048	11,690	25,335	27,871	87,919	110,312
Cutlass Supreme	5,559	7,117	11,261	16,917	39,917	74,349
Olds 88	9,098	9,667	18,067	22,645	58,794	63,834
Olds 98	3,864	4,003	7,067	10,764	21,784	49,549
Toronado	1,123	498	2,037	1,394	5,938	4,855
Total Oldsmobile	37,580	38,965	75,793	94,792	255,475	353,618
Fiero	2,686	3,013	6,000	6,963	17,385	23,094
1000	352	673	774	1,862	3,489	7,235
Sunbird	4,016	3,953	9,163	8,759	30,952	34,927
Firebird	4,098	4,353	9,167	10,141	25,955	31,535
Grand Am	9,117	9,659	21,085	21,699	71,776	68,396
6000	5,168	6,631	12,408	15,290	43,722	56,896
Bonn./Grand Prix	795	1,696	1,922	3,788	6,912	15,397
Grand Prix	0	1,679	0	3,655	0	15,066
Parisienne/Bonn.	4,685	4,860	10,538	10,846	34,611	31,328
Total Pontiac	30,917	36,517	71,057	83,003	234,802	283,874
GENERAL MOTORS	163,276	168,201	366,547	411,067	1,216,017	1,494,887
VOLKSWAGEN	2,931	3,178	5,198	6,729	16,149	25,121
HONDA	16,285	8,325	27,566	15,003	103,791	58,078
NISSAN	6,365	1,125	12,250	4,001	36,149	24,210
TOYOTA	2,187	0	3,939	0	11,233	0
DOMESTIC TOTAL	297,523	298,487	691,803	719,563	2,358,551	2,617,450
IMPORT TOTAL			242,394	252,339	906,442	956,204
INDUSTRY TOTAL			934,197	971,902	3,264,993	3,573,654

April's car market slips 3.8%

By Roger Rowand
AUTOMOTIVE NEWS STAFF REPORTER

Sales of new cars built in the United States continued a lackluster performance through the final 10 days of April and were below those of a year earlier for the entire month.

Deliveries in the 10 days totaled 297,523 units, off 0.32 percent from the 298,487 units delivered at retail a year before.

The month's deliveries to customers by dealers totalled 691,803 units, off 3.86 percent from deliveries of 719,563 units in April 1986.

Sales of imported cars in April this year dipped 3.94 percent to 242,394 units from 252,339 last year.

The industry total — domestics plus imports — eased 3.88 percent to 934,197 units from a combined total of 971,902 units a year before.

The daily-selling rate for domestics inched upward for the 10-day selling period and for the month. Cars were sold at a rate of 33,058 units a day in the 10 days compared with 28,505 domestic units a day in the preceding 10-day sales period. For the month, sales averaged 26,608 a day compared with 26,235 a day in March, 24,215 cars a day in February and 17,107 cars a day in January.

The lukewarm sales performance gains added significance in light of the fact it came during a period of widespread sales incentive programs — rebates and low-priced financing plans.

Between April 21 and 30, sales improvements were reported by just three of the eight domestic car builders.

Where the U.S. market was April 1987

	Total Sales	Pct. of Total
SUBCOMPACT	144,530	15.47%
COMPACT	141,434	15.14%
INTERMEDIATE	258,022	27.61%
STANDARD	84,788	9.08%
LUXURY	63,029	6.75%
IMPORT	242,394	25.95%
TOTAL	934,197	100.00%

U.S. CAR SALES BY MARKETING UNITS

	Apr. 1987	Apr. 1986	4 Mos. 1987	4 Mos. 1986
Chevrolet	149,591	155,965	498,873	567,256
Ford	131,701	119,936	458,991	433,288
Oldsmobile	75,793	94,792	255,475	353,618
Toyota	47,369	43,813	155,780	168,118
Pontiac	71,057	83,003	234,802	283,874
Buick	55,861	65,951	183,553	242,781
American Honda	57,517	56,755	219,054	201,912
Nissan	41,337	41,277	184,688	163,146
Dodge	45,894	43,866	141,873	154,990
Mercury	42,647	44,118	145,922	161,251
Plymouth	33,380	33,430	126,926	128,043
Chrysler	25,606	34,590	84,353	113,805
VWoA	25,995	26,905	67,361	94,943
Hyundai	21,320	12,282	77,484	23,302
Cadillac	24,902	26,533	83,285	97,224
Mazda	18,020	9,986	53,300	71,988
Subaru	12,102	15,393	47,045	63,792
Lincoln	15,356	13,347	49,535	50,356
Volvo	10,255	10,018	42,479	41,477
BMW	8,409	8,415	27,486	28,991
Mercedes	7,731	7,759	29,851	30,336
AMC-Renault	3,999	5,782	12,808	25,908
Saab	3,149	4,485	13,912	14,685
Mitsubishi	6,275	2,977	20,346	15,914
Yugo	4,357	1,887	18,162	8,265
Porsche	2,288	2,682	8,151	9,089
Jaguar	1,460	2,159	5,528	6,811
Isuzu	2,953	2,054	8,442	11,858
Peugeot	700	1,088	2,961	4,493
Alfa Romeo	492	510	2,128	1,601
Maserati	60	144	240	537
Sterling	1,621	—	4,199	—
TOTAL	934,197	971,902	3,264,993	3,573,654

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics and Acura. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi. Nissan includes Sentras built in the U.S. Mercury includes Merkur.

IMPORTED CAR SALES

	Apr. 1987	Apr. 1986	4 Mos. 1987	4 Mos. 1986
Acura	9,503	4,061	31,000	4,765
Alfa Romeo	492	510	2,128	1,601
Audi	4,901	5,870	11,434	21,735
BMW	8,409	8,415	27,486	28,991
Chevrolet Spectrum	6,383	8,561	24,317	27,577
Chevrolet Sprint	4,274	6,616	15,654	22,289
Chrysler Conquest	1,240	—	4,110	—
Dodge Colt	3,442	3,704	13,230	17,386
Dodge Conquest/Visia	1,224	1,662	5,685	6,560
Ford Festiva	351	—	351	—
Honda	20,448	37,691	84,263	139,069
Hyundai	21,320	12,282	77,484	23,302
Isuzu	2,953	2,054	8,442	11,858
Jaguar	1,460	2,159	5,528	6,811
Maserati Biturbo	60	144	240	537
Mazda	13,020	9,986	53,300	71,988
Mercedes-Benz	7,731	7,759	29,851	30,336
Merkur	541	1,110	2,656	4,836
Mitsubishi	6,275	2,977	20,346	15,914
Nissan	29,087	37,276	148,539	138,938
Peugeot	700	1,088	2,961	4,493
Plymouth Colt	3,142	3,528	11,902	15,967
Plymouth Conquest/Vista	1,178	1,722	4,961	6,193
Porsche	2,288	2,682	8,151	9,089
Renault	1,162	580	2,301	1,545
Saab	3,149	4,485	13,912	14,685
Sterling	1,621	—	4,199	—
Subaru	12,102	15,393	47,045	63,792
Toyota	43,430	43,813	144,547	168,118
Volkswagen	15,896	14,306	39,778	48,087
Volvo	10,255	10,018	42,479	41,477
Yugo	4,357	1,887	18,162	8,265
TOTAL	242,394	252,339	906,442	956,204

Nissan deserves an asterisk in the record book. Because it had limited production a year ago, it reported a sales gain of 465.78 percent for the 10 days.

Honda had a gain of 95.62 percent from year-earlier sales levels and Ford Motor Co. had a gain of 0.89 percent.

American Motors had a drop of 29.72 percent during the the 10-day period and Chrysler Motors declined 24.98 percent from year-earlier levels.

Volkswagen dealers sold 7.77 percent fewer U.S.-built cars in the 10 days and General Motors was down 2.93 percent.

Toyota, which was not building cars in this country during the year-earlier period, sold 2,187 units in the 10-day period.

Nissan had a sales gain of 206.17 percent for all of April.

Honda sales rose 83.74 percent and Ford Motor's were up 7.10 percent. Toyota sales totaled 3,939 units.

American Motors sales in the month slipped 45.46 percent below those of April 1986. Volkswagen's eased 27.75 percent, Chrysler Motor's 16.41 percent and GM's 10.83 percent.

In terms of market share, GM took 39.24 percent; Ford Motor, 20.21 percent; and Chrysler, 9.06 percent. Honda's share amounted to 2.95 percent; Nissan, 1.31 percent; and Volkswagen, 0.56 percent. Toyota had 0.42 percent of the total market and American Motors 0.30 percent.

The imports' share was 25.95 percent of the total.

Louis E. Lataif, vice president, sales operations, Ford North American Automotive Operations, touched an optimistic chord on the month's sales.

"With our April car sales up 7.10 percent and trucks up 15.0 percent, the demand for Fords products is well ahead of the industry pace," he said. "The intent is to gain car-market share by pushing our volumes ahead of last year."

Lataif added, "We are seeing more movement in trucks than expected, bringing April industry car and truck sales in slightly ahead of our full-year projection of about 15 million units."

Chrysler's new entries, LeBaron J, Plymouth Sundance and Dodge Shadow, show up with stength in the sales columns. LeBaron sales grew to 2,787 for the 10 days and 5,631 for the month. Sundance and Shadow sales hit 6,010 in the final 10 days of April and totaled 12,075 for the month.

Sales set record in South Korea

SEOUL, South Korea — South Korea's automakers set a domestic monthly sales record of 39,999 vehicles in April, an increase of 60.3 percent over the volume in the same month a year earlier.

According to industry reports, Hyundai Motor Co. was the pacesetter with 17,070 sales, followed by Kia Motor Co. with 13,619, Daewoo Motor Co., 9,170, and Dong-A Motor Co., 140.

Cumulative sales of the four automakers in the first four months of the year were 123,705 units, a 49.2 percent increase over the year-earlier period.

Fiat holds first-quarter car sales lead in Europe

By Richard Johnson

Despite forecasts of a downturn in 1987, new-car sales in Western Europe are still booming.

Following a sharp increase in March, volume was nearly 5 percent better than last year's record pace through the first quarter.

Italy's Fiat Auto S.p.A., including newly acquired Alfa Romeo, held the European sales lead over West Germany's Volkswagen AG after three months.

At the same time, Japanese products as a group ran 5 percent behind their 1986 performance.

Sales in Western Europe's 17 major markets grew 11.5 percent in March after a depressed January, plagued by poor weather, and a 4.2 percent gain in February.

The West German market picked up momentum in March and regained European leadership, after slipping behind the United Kingdom and Italy through January and February.

Benefiting from a strong home market in the first quarter, French giants Peugeot S.A. and Renault recorded the biggest increases among Western Europe's big six producers.

The sharpest first-quarter decline among Western Europe's top 10 manufacturers was suffered by West Germany's BMW AG, hurt by a declining share in a weaker German market.

Sales figures are derived from industry estimates compiled by *Automotive News*.

NEW CAR SALES IN EUROPE, BY COUNTRY

Country	3 mos., 1987	% Gain/ Loss
West Germany	633,800	– 5.4
United Kingdom	527,300	+ 5.7
Italy	526,700	+ 4.1
France	496,000	+14.5
Spain	206,700	+63.9
Netherlands	188,600	+ 5.8
Belgium/ Luxembourg	123,200	– 4.6
Switzerland	71,800	+ 3.0
Sweden	67,100	+11.4
Austria	58,800	+ 2.7
Finland	41,300	+ 5.8
Denmark	31,500	–40.3
Norway	31,100	–32.6
Portugal	27,200	+22.2
Ireland	20,400	+11.9
Greece	10,600	–30.3
TOTAL	3,062,100	+ 4.8

NEW CAR SALES IN EUROPE, BY MANUFACTURER

Manufacturer	3 months 1987	1987 share*	3 months 1986	Pct. Change 1987 vs. 1986
Fiat Group**	464,700	15.2	442,300	+ 5.1
VW-Audi-Seat	443,300	14.5	415,000	+ 6.8
Peugeot SA***	367,200	12.0	326,700	+12.4
Ford	357,400	11.7	337,300	+ 5.9
GM****	343,600	11.2	337,400	+ 1.8
Renault	321,400	10.5	279,200	+15.1
Japanese (all)	315,100	10.3	331,800	– 5.0
Toyota	78,100	2.5	82,900	– 5.8
Nissan	77,200	2.5	80,800	– 4.4
Mazda	53,100	1.7	63,100	–15.9
Mitsubishi	37,700	1.2	36,000	+ 4.7
Honda	29,600	1.0	31,000	– 4.6
Austin Rover	113,800	3.7	112,000	+ 1.6
Mercedes-Benz	111,800	3.7	110,700	+ 1.0
BMW	71,000	2.3	78,700	– 9.7
Volvo	70,300	2.3	71,800	– 2.1
Others	82,500	2.7	79,300	+ 4.0
Total	3,062,100	100.0	2,922,200	+ 4.8

*—Total does not add to 100 percent because of rounding.
**—Includes Alfa Romeo
***—Peugeot, Citroen, Talbot
****—Opel, Vauxhall, Isuzu, GM-U.S./Canada

Western European sales totaled 3,062,100 in the first quarter of 1987, 4.8 percent higher than the same period in 1986.

The industry achieved a record volume of 11,673,900 in entire 1986, and most analysts expect a slight reduction in 1987.

Fiat Auto, including Alfa Romeo, controlled 15.2 percent of the market through the first three months of this year. Unit volume was up 5.1 percent to 464,700. Fiat improved 9.1 percent by registering big gains in the French and U.K. markets through March. Combined Lancia/Autobianchi/Ferrari sales were off nearly 11 percent.

In its first three months as a Fiat stepchild, Alfa Romeo sales were just under 4 percent lower. However, had Fiat not reaped Alfa's 1.5-percent European market share, 1986 sales leader Volkswagen group would have retained first place over the Italian company in the first quarter.

Overall, new-car sales in West Germany were down 5.4 percent for the first quarter to 633,800, but picked up 9.4 percent in March.

VW's Audi AG numbers swelled nearly 26 percent to 85,900 on the strength of the new Audi 80 (which is coming to the U.S. as the new 4000), while Seat S.A. sales skyrocketed more than 50 percent to 61,400 in the first quarter.

About 40 percent of Seat sales are in the red-hot Spanish market, where volume for the former state-controlled producer grew 75 percent in the first three months.

Buoyed by a strong French market, Peugeot S.A., No. 4 in Europe last year, has moved past Ford Motor Co. into third position with 12 percent. Peugeot group sales increased 12.4 percent to 367,200, with Automobiles Citroen improving sharply at home (up 33 percent in France) and Automobiles Peugeot registering big gains in Italy (up 19.6 percent) and the United Kingdom (up 30.6 percent).

Renault has been the main beneficiary of a French market that improved 27 percent in March and ran 14.5 percent ahead through the first quarter. The state-owned automaker is 21.8 percent above the same period last year in France and recorded the biggest overall first-quarter gain among the top six European producers — 15.1 percent to 321,400.

However, Renault still remains in sixth place in sales rankings with a 10.5-percent share.

Ford and General Motors each improved European sales through March. Ford climbed 5.9 percent to 357,400 and maintained its 11.7-percent share. GM was up 1.8 percent to 343,600, good for an 11.2-percent share.

BMW sales were down nearly 10 percent in the first quarter, a drop attributable to a declining share in Germany. The Munich automaker is off 11.4 percent for the year in its home market.

Japanese auto sales in Europe were depressed in the first quarter following a decline in shipments in late 1986. But a sharp upturn in Europe-bound exports, starting in January, has begun bolstering volume.

After lower sales in the first two months, Japanese sales improved by about one-third in March. For the three-month period, sales are off 5 percent to 315,100. Market share in this year's first quarter dropped to 10.3 percent from 11.4 through the first quarter of last year and 11.6 percent for all of 1986.

The Japanese are down 11.6 percent in unrestricted West Germany. Their share of the smaller first-quarter market in West Germany was 13.1 percent compared to 14.8 for all of 1986.

Toyota paced Japanese makes in Western Europe in the first quarter of 1987 with 78,100 sales, down 5.8 percent from the first three months of 1986. ■

SWF Auto-Electric eyes North American market

BIETIGHEIM, West Germany — ITT SWF Auto-Electric GmbH, headquartered here near Stuttgart, is busily making product and manufacturing plans for the North American auto market.

According to Klaus P. Bleyer, managing director of the company, a subsidiary of ITT Automotive, Bloomfield Hills, Mich., SWF intends to transfer technology from its European operations to a North American product group to be headquartered in the Detroit area.

The plans include manufacturing facilities.

Noting that SWF will proceed with the plan before the end of 1988, he said, "It is very critical for us to marshal our forces as soon as possible because major decisions are being made by North American automakers concerning future electric and electronic components and systems."

Bleyer said SWF currently has the potential to offer automakers 150 different products per car and plans to boost that to 180 by year 2000. The company's electrical systems group specializes in D.C. motors, electronics, harnesses, switches, wiper systems and lighting products.

Daily production in SWF's 11 manufacturing locations currently totals 100,000 wiper blades, 40,000 wiper arms, 35,000 motors, 50,000 switches and 20,000 lamps, according to Bleyer.

He said opportunities in North America result in part from outsourcing actions by U.S. automakers — particularly General Motors.

"They are looking for creative, innovative outside suppliers with new technical solutions," he said.

He emphasized that SWF should have no trouble competing with in-house suppliers of U.S. auto companies.

"Captive divisions develop products only for their parent company," he said. "We develop products for the world. We are technologically a step ahead. Normally, if you are able to compete in a broader market, you are able to remain ahead."

SWF has a number of new products under development or ripe for sale to U.S. automakers, Bleyer said. They range from parts to entire systems.

High on the list, Bleyer said, is an electronic wiper system with contact-pressure adjustment. It automatically adjusts the spring tension of the wiper arm to provide optimum tension at a given speed.

Among its advantages, according to Bleyer: Higher vehicle speeds can be achieved before the wiper blade lifts off the windshield; wiper rubber does not deform when the car is parked for a long time; there is less spring tension at lower speeds, resulting in less vibration of the blade on the glass; and there is less load on the wiper bearings at low vehicle speed.

The company also has come up with a side window wiper-wash system. Besides its capability of being robotically installed on cars in the assembly plant, Bleyer said it has a number of other advantages including: fewer cable and tube coupling points; shorter wires and tubes; and the capability of all components in the system being functionally tested by the supplier — rather than the automaker — including control electronics and connecting wires.

SWF is heavily involved in multiplexing systems, and has one under development for the driver-side door. It requires only four wires compared to a couple of dozen normally used, and includes seat-position memory, a window-closing device with safety switch and mirror adjustment.

"Multiplexing will start in the driver-side door," predicted Bleyer, who added it is "less than five years away."

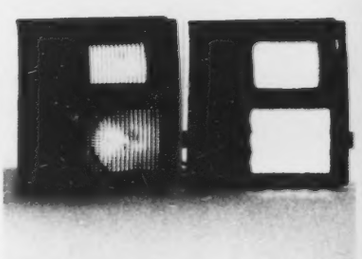
Ready for marketing now is an electronic rear-wiper unit whose D.C. motor can be placed inside or outside the vehicle, according to the car designer's wishes.

Another innovation is a windshield-wiper control system with a rain sensor. It detects the intensity of rain hitting the windshield — regardless of whether the vehicle is idling or operating at highway speeds — and adjusts the wiper to optimum operating conditions.

SWF also is working on an ultrasonic parking aid. By means of a computer-controlled in-car transmitter-receiver, the system calculates the distance of objects close to the car, and signals the information to the driver via a screen display.

Another product, a flat-design rear lamp, is a "lifetime" mini-bulb lamp system. If one of the tiny bulbs burns out, it has little effect on the lamp's overall brightness. Bleyer said the flat, compact design is seen as a styling plus.

Bleyer predicts a bright future for SWF's four-color injection-molded taillights. The one-piece assembly is injected with four colors — black, plus three "operating colors" including white (backup light), yellow (turn signal) and red (side marker).



SWF describes its flat-design rear lamp as a "lifetime" minibulb system; if one of the tiny bulbs burns out, it has little effect on the lamp's overall brightness.

Said Bleyer, "It is made in a single mold. Styling people are very excited about this. We foresee the first application by the end of 1988."

Among SWF's other new products are a steering-column switch that incorporates an injection-molded lead frame and progressive contact-latching, and has what Bleyer called "a more sophisticated switch feel"; a fuel-tank gauge that is self-adjustable with integrated pre-supply pump; and a speed sensor that can be used in applications ranging from integration in electric motors to use as a wheel-revolution sensor in anti-skid systems. ■

OVERSEAS PRODUCTION

FRANCE
Cars

	January 1987	January 1986
Peugeot SA	129,292	129,642
Citroen	50,963	48,410
Peugeot/Talbot	78,329	81,232
Renault	105,229	99,980
Total	234,521	229,622

Vans, Trucks, Buses

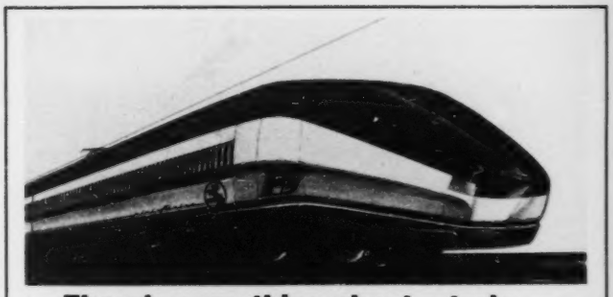
CBM	0	6
Heuliez	11	0
Iveco-Unic	0	11
Peugeot SA	10,974	13,156
Citroen	3,719	6,059
Peugeot/Talbot	7,255	7,061
Renault/RVI	22,515	26,267
Sovam	0	7
Total	33,500	39,411
Total Vehicles	268,021	269,033

JAPAN
Cars

	January 1987	January 1986
Daihatsu	9,585	11,285
Fuji	25,506	25,444
Honda	81,165	82,543
Isuzu	16,019	16,194
Mazda	59,609	61,474
Mitsubishi	41,135	49,586
Nissan	140,900	138,522
Suzuki	23,754	20,861
Toyota	195,568	211,027
Total	593,241	616,936

Vans, Trucks, Buses

Daihatsu	31,860	32,439
Fuji	28,887	26,030
Hino	4,382	5,856
Honda	16,587	16,268
Isuzu	23,700	27,738
Mazda	28,634	32,756
Mitsubishi	55,352	46,796
Nissan	35,003	43,266
Nissan Diesel	2,307	2,629
Suzuki	41,863	41,031
Toyota	75,089	77,525
Others	11	59
Total	343,675	351,995
Total Vehicles	936,916	968,931



There's something about a train...

Could Pinifarina already be working on a replacement for the Cadillac Allante? Naw. This is an artist's rendition of Italy's first high-speed train, the ETR 500, for which Pininfarina did aerodynamic research and styling. The ETR 500 is expected to do 300 kmh (about 186 mph) on existing track. A scale model was on display recently at the international public transport show in Geneva.

OVERSEAS REGISTRATIONS

AUSTRIA
Cars

	2 mos., 1987	2 mos., 1986
BMW	767	1,207
Daihatsu	168	171
Fiat Auto	1,884	2,673
Fiat/Lancia	1,666	2,345
Alfa Romeo	218	328
Ford	2,465	2,626
GM-Opel	3,294	4,249
Honda	666	742
Jaguar	14	12
Lada	165	169
Mazda	2,153	2,360
Mercedes-Benz	1,211	1,295
Mitsubishi	719	593
Nissan	1,361	1,442
Peugeot SA	1,822	2,010
Citroen	854	954
Peugeot/Talbot	968	1,056
Porsche	33	68
Renault	1,270	1,306
Rover Group	22	27
Saab	31	49
Skoda	85	106
Subaru	604	675
Suzuki	222	104
Toyota	1,907	2,130
VW Group	6,118	6,483
Volkswagen	4,904	5,183
Audi	1,045	1,105
Seat	169	195
Volvo	353	497
Others	17	6
Total	27,261	31,299

DENMARK
Cars

	2 mos., 1987	2 mos., 1986
BMW	320	517
Dacia	6	65
Daihatsu	206	588
Fiat Auto	1,154	1,366
Fiat	1,090	1,269
Lancia	13	0
Alfa Romeo	51	97
Ford	1,690	3,271
FSO	64	160
GM-Opel	2,948	5,280
Honda	294	329
Jaguar	3	4
Lada	501	0
Mazda	1,730	2,799
Mercedes-Benz	247	195
Mitsubishi	284	77
Nissan	825	1,155
Peugeot SA	1,618	1,774
Citroen	889	1,398
Peugeot/Talbot	729	376
Renault	66	168
Rover Group	10	0
Saab	222	320
Skoda	406	485
Subaru	42	75
Suzuki	18	38
Toyota	2,112	3,329
VW Group	1,590	2,326
Volkswagen	1,207	2,006
Audi	287	186
Seat	96	134
Volvo	762	1,026
Wartburg	105	99
Zastava	140	235
Total	17,374	27,098

FRANCE
Cars

	12 mos., 1986	12 mos., 1985
Alfa Romeo	17,075	14,907
BMW	30,519	29,347
Fiat Auto	115,116	92,790
Fiat/Lancia	114,896	92,659
Ferrari	220	131
Ford	131,077	133,288
FSO	1,312	1,457
GM-Opel	91,011	87,143
Honda	9,354	8,824
Innocenti	1,321	1,341
Jaguar	386	266
Lada	21,132	20,094
Mazda	14,334	13,836
Mercedes-Benz	22,235	20,939
Mitsubishi	3,204	3,341
Nissan	16,531	15,515
Peugeot SA	612,979	612,281
Citroen	222,715	226,789
Peugeot	390,264	385,492
Porsche	1,606	1,432
Renault	602,910	507,788
Rover Group	39,633	31,944
Saab	2,204	1,565
Santana	570	109
Skoda	2,672	3,222
Toyota	12,628	11,933
VW Group	139,836	132,744
VW/Audi	114,733	110,734
Seat	25,103	22,010
Volvo	19,260	18,157
Zastava	1,054	1,621
Others	522	444
Total	1,911,521	1,766,328

IRELAND
Cars

	12 mos., 1986	12 mos., 1985
Alfa Romeo	89	167
BMW	477	490
Daihatsu	735	508
Fiat Auto	3,187	2,886
Ford	8,052	11,005
GM-Opel	6,381	7,823
Honda	1,176	683
Isuzu	191	72
Lada	54	40
Mazda	3,039	1,374
Mitsubishi	1,712	847
Mercedes-Benz	512	376
Nissan	6,732	5,553
Peugeot SA	1,965	1,823
Renault	2,765	4,255
Rover Group	3,023	3,897
Saab	214	177
Skoda	33	129
Subaru	553	129
Suzuki	1,028	430
Toyota	9,948	10,543
VW Group	4,687	4,559
VW-Audi	4,285	4,542
Seat	402	17
Volvo	869	1,066
Others	359	533
Total	57,781	59,365

JAPAN
Cars

	January 1987	January 1986
Daihatsu	4,077	5,271
Fuji	3,360	3,815
Honda	13,877	15,156
Isuzu	3,020	3,550
Mazda	11,947	11,378
Mitsubishi	6,076	6,164
Nissan	36,068	37,536
Suzuki	2,478	3,565
Toyota	69,258	68,102
Imports (all)	4,170	3,017
Total	154,331	157,554

Vans, trucks, buses

Daihatsu	23,007	20,143
Fuji	13,252	11,453
Hino	2,472	2,253
Honda	10,183	12,780
Isuzu	7,370	7,392
Mazda	9,522	10,904
Mitsubishi	20,248	19,940
Nissan	15,186	15,401
Nissan Diesel	1,458	1,169
Suzuki	21,765	27,332
Toyota	21,902	21,192
Imports (all)	9	13
Total	146,374	149,972
Total Vehicles	300,705	307,526

NORWAY
Cars

	12 mos., 1986	12 mos., 1985
Alfa Romeo	212	223
BMW	4,405	3,947
Daihatsu	1,626	1,443
Fiat Auto	7,130	6,278
Ford	25,051	23,300
GM-Opel	20,056	22,039
Honda	4,682	3,732
Lada	2,766	2,754
Mazda	12,695	14,046
Mercedes-Benz	4,112	2,911
Mitsubishi	5,968	5,158
Nissan	10,213	9,786
Peugeot/Citroen	9,880	8,037
Renault	1,210	1,100
Saab	3,005	2,599
Skoda	452	605
Subaru	3,133	2,574
Suzuki	982	0
Toyota	19,224	17,059
VW Group	16,382	18,602
Volvo	13,790	12,380
Others	328	507
Total	167,352	159,079

SWEDEN
Cars

	3 mos., 1987	3 mos., 1986
BMW	1,172	1,025
Bertone	0	4
Chrysler	4	0
Daihatsu	164	339
Fiat Auto	1,759	1,750
Fiat	1,097	849
Lancia	367	691
Alfa Romeo	295	210
Ford	7,461	6,340
GM-Opel	7,183	5,689
Honda	695	1,042
Isuzu	25	0
Jaguar	12	4
Lada	401	330
Mazda	2,738	2,750
Mercedes-Benz	1,557	1,974
Mitsubishi	507	544
Nissan	2,504	3,615
Peugeot SA	2,138	1,414
Citroen	771	612
Peugeot/Talbot	1,367	802
Porsche	83	92
Renault	886	654
Rolls-Royce	2	2
Saab	6,906	6,779
Skoda	18	35
Subaru	458	316
Suzuki	264	183
Toyota	4,658	2,725
VW Group	8,576	7,488
Volkswagen	5,300	4,988
Audi	3,276	2,500
Volvo	16,942	15,833
Others	21	5
Total	67,134	60,278

WEST GERMANY
Cars

	2 mos., 1987	2 mos., 1986
BMW	16,998	20,920
Bertone	28	33
Daihatsu	1,088	1,606
Fiat Auto	19,686	21,641
Fiat/Lancia/ Ferrari	18,952	20,811
Alfa Romeo	734	830
Ford	30,298	43,429
GM-Opel	47,699	58,879
Honda	3,679	5,848
Isuzu	723	909
Jaguar	241	276
Lada	1,660	1,426
Mazda	8,437	11,211
Mercedes-Benz	46,331	48,753
Mitsubishi	6,368	7,779
Nissan	7,212	10,377
Peugeot SA	14,038	20,417
Citroen	4,137	7,507
Peugeot	9,901	12,910
Porsche	1,098	1,695
Renault/AMC	11,585	13,082
Rover Group	1,375	1,570
Saab	716	619
Skoda	286	406
Subaru	2,172	2,519
Suzuki	3,154	3,064
Toyota	8,051	11,700
VW Group	97,932	105,080
Volkswagen	69,737	84,790
Audi	27,096	19,699
Seat	1,099	591
Volvo	1,861	2,636
Others	166	286
Total	335,297	396,798

AUCTION DATES

American Motors

May 12 — Aptco Auto Auction, Taylor, Mich., and Statesville Auto Auction, Statesville, N.C.

May 13 — Columbus Fair Auto Auction, Columbus, Ohio; Metro Milwaukee Auto Auction, Caledonia, Wis.; and Kansas City Auto Auction, Kansas City, Mo.

May 14 — Todd Auto Auction, Telford, Pa., and Evansville Auto Auction, Evansville, Ind.

May 19 — D-A Auto Auction, New Stanton, Pa.

May 20 — Minneapolis Auto Auction, Plymouth, Minn.

May 21 — Corry Auto Auction, Corry, Pa., and Evansville Auto Auction, Evansville, Ind.

May 22 — St. Louis Auto Auction, Bridgeton, Mo.

Ford Motor Co.

May 12 — Indianapolis Auto Auction, Indianapolis

May 13 — Lakeland Auto Auction, Lakeland, Fla., and Golden Gate Auto Auction, Fremont, Calif.

May 14 — Denver Auto Auction, Englewood, Calif.; Aptco Auto Auction, Taylor, Mich.; and Skyline Auto Exchange, Fairfield, N.J.

May 19 — South Seattle Auto Auction, Kent, Wash.

May 20 — Columbus Fair Auto Auction, Obetz, Ohio; Clanton's Auto Auction, Darlington, S.C., and Southern California Auto Auction, Fontana, Calif.

May 21 — Baltimore-Washington Auto Exchange, Baltimore; Houston Predelivery Center, Houston; St. Louis Auto Auction, Bridgeton, Mo.; and Minneapolis Auto Auction, Plymouth, Minn.

Used Car Sales
Auction Averages

May to date	$5,846
Month ago	$5,839
Year ago	$5,118

General Motors

May 12 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Dallas; and South Seattle Auto Auction, Kent, Wash.

May 13 — Atlanta Auto Auction, Red Oak, Ga.; Clanton's Auto Auction, Darlington, S.C.; Omaha Auto Auction, Omaha, Neb.; and Baltimore-Washington Auto Exchange, Baltimore

May 14 — Arena Auto Auction, Chicago; Ohio Auto Auction, Columbus, Ohio; and St. Louis Auto Auction, Bridgeton, Mo.

May 19 — Harrisonburg Auto Auction, Harrisonburg, Va.

May 20 — Hatfield Auto Auction, Hatfield, Pa.; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction, Kansas City, Mo.; Northstar Auto Auction, Shakopee, Minn.; and Golden Gate Auto Auction, Fremont, Calif.

Model Breakdown
Auction Averages

	MAY 1987	APR 1987	MAR 1987
1987	$12,605	$13,266	$13,443
1986	$9,440	$9,460	$9,609
1985	$7,247	$7,236	$7,305
1984	$5,741	$5,732	$5,825
1983	$4,835	$4,842	$4,860
1982	$3,707	$3,727	$3,755
1981	$2,666	$2,635	$2,643
1980	$2,174	$2,170	$2,155
Overall Average	$5,846	$5,832	$5,829

May 21 — Butler Auto Auction, Gibsonia, Pa.; Aptco Auto Auction, Taylor, Mich.; Nashville Auto Auction, Nashville, Tenn.; and Southwest Auto Auction, Phoenix, Ariz.

May 28 — Florida Auto Auction of Orlando (Orlando Extravaganza), Orlando, Fla.

Chrysler Corp.

May 12 — American Auto Auction, Walpole, Mass.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Arena Auto Auction, Chicago; Golden Gate Auto Auction, Fremont, Calif.; and Hatfield Auto Auction, Hatfield, Pa.

May 13 — Southwest Auto Auction, Phoenix, Ariz.; Butler Auto Auction, Gibsonia, Pa.; Minneapolis Auto Auction, Plymouth, Minn.; and Northway Exchange (special sale), Clifton Park, N.Y.

May 14 — Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

AUTOMOTIVE NEWS/JOE WILSSENS PHOTOS

Gilmour, Mair address group
Allan D. Gilmour, above, Ford Motor Co. executive vice president, and Alex C. Mair, retired group vice president — technical staffs at General Motors, addressed more than 100 auto industry executives who attended a conference last week on domestic industrial competitiveness sponsored by the President's Council of the GMI Management and Engineering Institute. Gilmour warned that "if you only take care of the long-term, corporate raiders appear on your doorstep," while Mair spoke of the need to adopt some Japanese manufacturing approaches.

AUCTION DIRECTORY

CANADA

THE CANADIAN STOCK EXCHANGE

CANADA'S LARGEST AND FASTEST GROWING AUTO AUCTION CORPORATION

MONTREAL AUTO AUCTION LTD.
325 rue Norman
Ville St-Pierre—
P.Q., Canada H8R 1A3
Phone (514) 483-6000
WEDNESDAY — 10:00 A.M.

ONTARIO AUTO AUCTION CORP.
406 Lake Ave North
Hamilton, Ontario
Canada L8E 3C2
Phone (416) 560-4851
THURSDAY — 10:00 A.M.

HALIFAX-DARTMOUTH AUTO AUCTION LIMITED
15 Notting Court, Burnside
Industrial Park, Dartmouth
N.S., Canada B3B 1N2
Phone (902) 465-3373
TUESDAY — 10:30 A.M.

LAWRENCE AUTO AUCTION EXCHANGE LTD
12742 King George Hwy
Surrey, British Columbia
Canada V3V 3K5
Phone (604) 580-0011
TUESDAY — 6:30 P.M.
SATURDAY — 10:30 A.M.

At your service from coast to coast! Well over 2000 cars & trucks every week. Over 12000 registered dealers...Call now!

New entries juggle California market shares

Hyundai, Acura, Yugo take 4% for '86; most Japanese lines dip; Chevy gains

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Three newcomers further heightened competition in the California new-car market in 1986, causing market-share losses for five of seven Japanese automakers and 13 of 20 other nameplates.

Honda and Chevrolet were the only major winners while the other General Motors divisions and Nissan suffered significant market-share losses. The figures, comparing new-car registrations for 1985 and 1986, were compiled by R.L. Polk & Co. for J.D. Power and Associates, Westlake Village, Calif.

The figures reveal that 18 of the 27 major nameplates lost market share in a pivotal and trend-setting market. Unit sales in California were up about one percent last year, to about 1.15 million cars.

The fragmentation of the California market continues. Only two of the 13 largest-volume nameplates gained market share, while seven of the other 14 improved penetration.

Hyundai of America captured nearly 3 percent of California sales in the South Korean car's first year. American Honda's new Acura Division won 0.85 percent, and Yugo of America had 0.25 percent — a total of 4.04 percent for new nameplates.

Much of that market penetration apparently came out of the hides of Japanese. Five Japanese makes lost a combined 2.36 percent in market share. Nissan fared worst with a dip 1.67 percentage point; Toyota, Mazda, Mitsubishi and Isuzu also were down.

But the Japanese move upscale put pressure on the domestics, especially GM. Ford Motor Co. finished in plus territory and Chrysler Motors lost about a third of a percentage point.

The success of the newcomers still left a little room for major gains among existing players. Honda Division moved past Nissan Motor Corp. in U.S.A. and Toyota Motor Sales for third place (behind Ford and Chevrolet) with a gain of 0.87 percentage points to a 9.50 percent share.

Chevrolet moved back into double digits in California with a 0.43-percentage-point gain to 10.16 percent and closed the gap between itself and market leader Ford Division, which slipped 0.22 percentage points to an 11.34 percent share.

The only other share gains were modest — 0.2 percentage points and less — and were confined to smaller sellers: Volkswagen, Volvo, Mercedes-Benz, Subaru, Jaguar, Saab and Alfa Romeo.

"Of major significance is GM's continued loss of market share in California," said Christopher Cedergren, senior automotive analyst for J.D. Power. "GM is below 28 percent in the nation's most competitive market."

GM's most upscale divisions combined for a share loss of almost 2 percentage points, although Chevrolet's gains bolstered by captive imports reduced the overall drop to 1.48 points.

Total GM share for California was 27.35 percent in 1986 compared with 28.83 percent in 1985. GM's California penetration is only slightly higher than Chevrolet's share in the late 1960s.

But Cedergren said he believes the GM plunge will slow with the introduction of several new models this year and next that are closer to meeting the preferences of California consumers.

"GM is getting closer to what the customer wants in California and has learned from past mistakes," Cedergren said. "Chevrolet's Corsica and Beretta are certainly not look-alike cars and the 1988 GM-10 coupes are more distinctive between divisions than Ford's Taurus and Sable. They'll definitely yield more market share than the rear-drive models they replace."

The Pontiac LeMans, which is imported from South Korea and goes on sale June 11, should also be a winner in California's hot imported small-car market. Expected to help sales are the car's value-price position and a rub-off from Pontiac's performance image.

THE CALIFORNIA CAKE

Make	1986 Units	Share	1985 Units	Share
Ford	130,084	11.34	131,305	11.56
Chevrolet	116,628	10.16	110,456	9.73
Honda	108,991	9.50	97,965	8.63
Toyota	107,590	9.38	108,675	9.57
Nissan	89,514	7.80	107,551	9.47
Oldsmobile	63,921	5.57	70,425	6.20
Chrysler/Plymouth	59,106	5.15	61,676	5.43
Lincoln/Mercury	52,551	4.58	54,534	4.80
Buick	47,955	4.18	56,438	4.97
Pontiac	47,441	4.13	50,144	4.42
Dodge	39,243	3.42	39,898	3.51
Mazda	38,016	3.31	40,449	3.56
Cadillac	37,811	3.30	39,901	3.51
Hyundai	33,773	2.94	—	NA
Volkswagen	32,285	2.81	31,655	2.79
Volvo	23,801	2.07	21,188	1.87
Mercedes-Benz	20,985	1.83	20,782	1.83
BMW	19,036	1.66	20,944	1.84
Subaru	16,692	1.45	14,783	1.30
Mitsubishi	12,029	1.05	14,343	1.26
Acura	9,714	0.85	—	NA
Audi	7,559	0.66	10,998	0.97
AMC	5,662	0.49	7,865	0.69
Jaguar	5,514	0.48	4,577	0.40
Porsche	5,158	0.45	4,794	0.42
Isuzu	4,932	0.43	5,309	0.47
Saab	4,148	0.36	3,625	0.32
Yugo	2,889	0.25	—	NA
Peugeot	1,664	0.15	2,445	0.22
Alfa Romeo	1,256	0.11	867	0.08
Renault	241	0.00	490	0.00
Other	1,171	0.10	1,349	0.12
TOTAL	1,147,360		1,135,453	

SOURCE: J.D. Power Associates

AMC purchase cools Chrysler's hot buying pace

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. is winding down its corporate buying spree with the planned purchase of American Motors.

Chrysler Motors President Harold K. Sperlich told Automotive News, "We're kind of getting up to our eyeballs. Our plate is pretty full.

"We've got a good team here but we are reaching our limit."

Chrysler's $1.1 billion bid to buy AMC follows a wide range of purchases since 1985. Chrysler spent $642 million on its Gulfstream acquisition; $405.2 million to buy FinanceAmerica; $125 million to purchase E.F. Hutton Credit Corp.; $111.4 million to increase its stake in Mitsubishi to 24 percent; and $33 million to increase its holding in Maserati. The company has not disclosed what it paid for Lamborghini but the rumored figure is $30 million.

Through the purchases, Chrysler sought to strengthen its core car and truck business and to diversify into areas that would protect it from the cyclical nature of the auto industry.

Asked if the corporation will now pull back from additional purchases, Sperlich said, "I think so. There may be some odds and ends. It's not that easy to plan.

"You get a sense of where you are trying to get, both in terms of diversification and in terms of the development of your core car and truck business, and you have to move when a situation is right. You can't always decide how much you want to take on at what time."

Chrysler announced March 9 it is seeking to acquire the 44.84 percent stake in AMC owned by Regie Nationale Des Usines Renault as well as all publicly held AMC shares.

"If the acquisition of AMC happens, that will keep us busy for awhile," Sperlich said. "You can only grow a company in so many directions at one time. I think that will leave us sticking to our knitting for awhile."

Chrysler also has been conducting a corporate search for a high-technology company to feed technologies back to the vehicle manufacturing operations and to offset the cycles of the auto business. To date, it has had little success in that search.

Asked if the so-called high-technology acquisition box on the corporate organization chart will be left empty at the current time, Sperlich said:

"As we find interesting possibilities we'll do it if it fits in and makes sense. But it's not the kind of thing you say, 'I'm going to go out and do this' or you'll end up buying a bunch of junk."

Sperlich also said that Chrysler anticipates differing results in its relationships with Maserati and Lamborghini.

Chrysler bought Lamborghini in April. It increased its equity in Maserati to 15.6 percent in 1986 with options to increase the holding to 51 percent by 1995.

"They are different animals. Maserati produces an exotic automobile and they have an image of performance and Italian craftsmanship. We're working with them to do more cars like the Chrysler TC by Maserati.

"Lamborghini is different. Its image is just outrageous performance. It's a different kind of thing, more expensive. We'll be developing that on a different basis and we think the two will be quite different."

Asked if there would ever be joint product development with Lamborghini as there is with Maserati, Sperlich said, "They'll be developed as thoroughbred Lamborghinis all the way."

"A trickle" of the Chrysler TC by Maserati convertibles will begin arriving in the United States in the third quarter of 1987, Sperlich said, with a heavier flow in the fourth quarter.

"We have not picked an introduction date," he said. "But we've been introducing it for two years. I guess when we finally announce an introduction date it will be a little anti-climactic.

"We are bringing it out as soon as we can bring it out in the quality that we think is required by a car of that price," Sperlich said.

Chrysler has not announced pricing but the car is expected to retail for about $30,000.

JEEP

FROM PAGE 1

purchase Renault's 44.84 percent stake in AMC as well as AMC's publicly held stock.

Renault and Chrysler said last week that they had failed to complete negotiations for a final agreement due to the complexity of the process. Three deadlines for reaching the agreement have passed. Last week, the companies said they were continuing work on the agreement but without a deadline.

"We are not finished yet, but we are optimistic," a Chrysler spokesman said.

Legal technicalities, marketing plans between Renault and Chrysler in the United States and Europe and determining the worth of AMC were items being discussed, according to French sources.

"It's a merger, not an assimilation of a new subsidiary, so we have to mesh the two companies," Sperlich said.

"It's going to be a massive undertaking. Obviously, our goal is to complete that as fast as possible."

Sperlich said it will take several years before "the vision of what could be" will be realized.

"In our business, the timing cycles are long," he said. "A lot of things you want to do from a product standpoint take a lot time. We'll assimilate the cultures in the organization in a hurry and, hopefully, over time create a stronger, new company.

"Our hope is that we'll be able to make synergies so that it will come out that two and two equals five."

Chrysler's $1.1 billion bid to buy AMC, if successful, will place Chrysler in a position to mount a massive assault on the utility-vehicle market that Sperlich sees as ripe for expansion. The company would use its minivan lineup and the Jeep products to mount the campaign.

"It's the area between truck and car," Sperlich said. "For years, when we've talked market segments, those were the two macro segments. We gave them names like they were airtight compartments.

"The truth is that over the years those two aren't airtight. It's become a continuum of products as the light trucks become more civilized and more useful for personal transportation and the station wagons worked their way over from the car segment.

"In the middle, you have the sport-utility market itself that is probably the fastest-growing single market and where Jeep is a dominant player.

"That whole area of utility vehicles in terms of product innovation has been the most fertile of the last decade or so. That market, in my mind, was the forgotten product segment and it's the one that is going to explode," Sperlich said.

"We're positioning ourselves, obviously, with our tremendous investment and product push in the minivan market. They are utility vehicles. And with the program to acquire Jeep, we're going to have the two premier positions in that new market."

Earlier this year, Chrysler began production of stretched versions of the Dodge Voyager and Plymouth Caravan minivans, giving it two assembly plants devoted solely to minivan production.

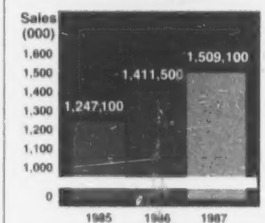
"How big will that new market get? I don't know but it's just been tapped, in my opinion, and everybody is going after it," Sperlich said.

"I don't know how big it will get, but we hope it gets big because we're going to bet the ranch on it."

The United States market for full-sized sport-utility vehicles, compact sport-utility vehicles and compact vans totaled 1.24 million units in 1985, 1.4 million units in 1986, and is projected at 1.5 million units in 1987, according to J.D. Power & Associates, a marketing consultant firm.

That represents a climb from 8.09 percent of the total car and light-truck market in the United States in 1985 to a projected 9.90 percent in 1987.

MARKET STEPS UP FOR SMALL VANS, SPORT—UTILITIES



Source: J.D. Power & Associates DRI

Outsourcing protest may ignite GM strikes

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

Local unions at General Motors facilities in Michigan and Indiana last week took action against the automaker's outsourcing and subcontracting of work, action that could result in a strike at one Indiana plant within weeks.

The UAW has said that outsourcing and subcontracting undermine job security, and the union has made those issues its top priority during this year's bargaining with GM and Ford Motor Co.

Underlying the seriousness of those and other issues, Pete Kelly, president of Local 160 at GM's Tech Center in Warren, Mich., is advising his membership that they "could be in for a long and bitter strike" when the contract expires this fall.

So far, the following action has been taken by three locals:

- Workers at GM's Delco Remy Division plants in Anderson, Ind., voted 3,445 to 356 last week in favor of going on strike to protest outsourcing and subcontracting. A strike in Anderson could start a process like the one that crippled more than 20 General Motors assembly plants late last year following a strike at Delco Electronics in Kokomo, Ind.

The Delco Remy plant in Anderson is a major supplier of ignition systems and horns to GM assembly plants.

The Anderson facility also is a major supplier of electrical components for Ford heavy trucks, a Ford spokesman said. He said the company is "looking at the situation and will try to minimize the impact" of a possible strike.

Though outsourcing is a major point in the Anderson dispute, it is not a strikeable issue. The strikeable issue is the subcontracting of skilled trades work in violation of the agreement.

- Local 599, GM's largest local, representing the Buick City complex in Flint, Mich., took a strike vote in April. Last week, it asked the international union for a five-day letter warning GM of its intent to strike. But the local subsequently withdrew its request when the automaker announced that 4,700 workers would be laid off this week for inventory adjustment.

Buick City produces Buick LeSabre and Oldsmobile 88 models and supplies powertrains for several models.

"The problems (of outsourcing and subcontracting) are there and are very real. But we've put the matter on the back burner," said Fred Myers, Local 599 president.

- At GM's Tech Center in Warren, that local's president announced last week he is soliciting proxies from GM stockholders as part of a campaign to protest outsourcing, subcontracting, foreign investment, plant closings and executive bonuses. Kelly said he will vote the proxies in support of a resolution on those issues at the stockholders' meeting May 22 in Detroit.

Kelly said that subcontracting is still a problem at the Tech Center, despite a month-long strike last fall to protest violations of the contract. He said that small engineering firms are flourishing around the Tech Center and siphoning off UAW jobs. Kelly said grievances are not being resolved and another strike is possible.

John Coale, president of Local 662, said that Delco Remy in Anderson, Ind., has been outsourcing switches and alternators to a plant in Mexico, resulting in the loss of hundreds of Anderson jobs. Coale said GM is planning to outsource more switches.

Coale said the company and the union have been discussing the outsourcing and subcontracting situation for several months.

According to Coale, local members are angry about the outsourcing because they have been making quality products and have cooperated with management.

"We want some quid pro quo. We'll cooperate, but keep the damn work in Anderson," Coale said.

Kelly said that is precisely what is angering GM workers. He said GM says it needs worker cooperation — and the company gets it in the form of progressive contracts with team production and other concessions — yet GM continues to subcontract in violation of agreements. Kelly said the company also continues to slash UAW jobs through outsourcing.

"We all know that GM is in deep trouble. But it continues to shoot itself in the foot because at the time when it needs its employees' loyalty the most, it continues to arouse their anger, frustration and disgust," Kelly said.

Mack workers ratify contract

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

Mack Trucks workers at three sites ratified a master contract May 3 that will keep thousands of jobs in the Northeast.

The 5½-year pact includes a wage cut of $1.01 per hour and other benefit reductions as well as requirements to increase productivity. It was approved by a 4-to-1 margin by UAW members in Allentown, Pa.; Hagerstown, Md.; and Somerset, N.J.

Mack had previously announced plans to move out of the Northeast if it could not obtain competitive contracts.

The contract has yet to be signed, "pending clarification in writing of the contract language," said Charles Fenstermacher, alternate shop chairman.

Some issues are still in arbitration and will not be resolved before the end of the month, he said. Those involve union demands that the UAW be recognized at Mack's new Winnsboro, S.C., plant and that Mack workers at one of its Allentown plants, which is slated to be closed this summer, be allowed to transfer to the new plant with full seniority.

The master agreement was negotiated with the help of a labor mediator. The international union had previously refused to recognize six-year agreements reached by Mack locals without the participation of the international.

PRODUCTION

April auto output dips

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

Production of domestic cars in April totaled 655,892 units, 11.72 percent below the March total of 742,941 and 11.56 percent below the year-ago month's 741,584.

Last week's targeted output of 163,216 was 0.90 percent below the previous week's 164,702 and 2.26 percent more than the year-ago week's 159,604.

Companies split last week's scheduled production as follows: General Motors, 53.76 percent; Ford Motor Co., 23.82 percent; Chrysler Motors, 13.60 percent; Honda of America Manufacturing Inc., 4.10 percent; New United Motor Manufacturing Inc., 2.45 percent; Nissan Motor Manufacturing Co. U.S.A., 1.81 percent; and American Motors, 0.46 percent.

Volkswagen of America's assembly plant in Westmoreland, Pa., was idle for inventory adjustment last week. The plant was scheduled to resume output today (May 11).

Three GM plants are idle this week for inventory adjustment. They are: Buick City in Flint, Mich., affecting 4,700 workers; Wentzville, Mo., 6,100 workers; and Tarrytown, N.Y., 3,500 workers.

Production was halted at two GM plants on May 8 for model changeover. The Fairfax, Kan., plant was shut down to prepare for the new front-wheel-drive Pontiac Grand Prix to be introduced in mid-1988, idling 5,500 workers.

GM's Arlington plant will be idle for 16 weeks (affecting 2,400 employees) for changeover to Chevrolet Caprice sedans and wagons and Oldsmobile Custom Cruiser wagons.

Saturday (May 9) overtime was scheduled at GM's No. 1 plant in Lansing, Mich.

Ford has slated daily overtime this week (May 11) at all its car plants.

Chrysler's St. Louis (No. 2) plant was scheduled for Saturday overtime. Daily overtime is slated this week for Chrysler's Newark, Del.; Sterling Heights, Mich.; and St. Louis (No. 1) plants.

Truck production a record

Truck production set a record in April. The total was 330,826, which topped the previous April peak of 326,162 in 1986.

However, last month's output was 7.75 percent below the March total of 358,622.

Targeted production of 76,374 units last week was 3.45 percent lower than the prior week's 79,107 but 4.76 percent more than the year-ago week's 72,901.

Ford Motor Co. scheduled all its plants to work Saturday (May 9).

Canada trucks: year's best

Canadian production of 79,555 trucks in April was the highest for any month since last April when 86,525 were built.

Last month's production was slightly higher (0.43 percent) than the March total of 79,212.

Last week's scheduled output of 18,585 trucks was 1.97 percent more than the previous week's 18,226 but 3.27 percent below the year-ago week's 19,213.

April car output of 69,052 was 9.85 percent lower than the March total of 76,599 and 38.09 percent below the year-ago month's 111,533.

Scheduled production of cars last week dipped considerably from the previous week's and year-ago week's output because of shutdowns at three General Motors plants.

GM's Oshawa, Ontario (No. 2) and Ste. Therese, Quebec, plants remain idle for model changeover.

The Oshawa, Ontario (No. 1) plant was idle last week for inventory adjustment.

CANADIAN CAR	Week Ended May 9, 1987	Week Ended May 10, 1986	Week Ended May 2, 1987	April Total	Jan. 1 to May 10, 1986	Jan. 1 to May 9, 1987
AMERICAN MOTORS	100	119	88	457	2,236	2,387
FORD MOTOR	11,565	11,399	11,555	49,073	207,283	193,666
GENERAL MOTORS	0	13,491	5,545	17,599	212,287	97,644
HONDA	300	0	270	978	0	1,215
VOLVO	225	225	225	945	4,021	3,780
Total Cars, Canada	12,190	25,234	17,683	69,052	425,829	298,692

U.S. TRUCK☆	Week Ended May 9, 1987	Week Ended May 10, 1986	Week Ended May 2, 1987	April Total	Jan. 1 to May 10, 1986	Jan. 1 to May 9, 1987
CHEVROLET	21,404	22,403	23,707	104,935	456,009	403,601
DODGE	4,800	1,749	4,825	19,285	8,440	87,785
FORD	31,308	30,351	31,403	127,619	541,938	549,466
GMC	8,164	7,352	8,510	33,848	135,473	135,628
NAVISTAR	1,678	1,589	1,663	6,629	27,809	27,401
JEEP	4,500	3,370	4,429	19,134	72,753	79,028
NISSAN	1,770	3,737	1,820	7,516	37,399	30,099
AM GENERAL*	450	50	450	1,740	922	2,850
MISCELLANEOUS*	2,300	2,300	2,300	10,120	41,600	39,100
Total Trucks, U.S.	76,374	72,901	79,107	330,826	1,322,343	1,354,958

CANADIAN TRUCK	Week Ended May 9, 1987	Week Ended May 10, 1986	Week Ended May 2, 1987	April Total	Jan. 1 to May 10, 1986	Jan. 1 to May 9, 1987
AMERICAN MOTORS	750	856	775	3,108	7,488	11,508
CHRYSLER	8,494	8,724	8,504	39,314	162,089	150,738
FORD	3,648	3,642	3,563	14,500	65,413	57,081
GENERAL MOTORS	5,480	5,767	5,180	21,819	111,930	72,124
NAVISTAR	213	224	204	814	3,695	3,420
Total Trks., Canada	18,585	19,213	18,226	79,555	350,615	294,880
N. Am. Trucks	94,959	92,114	97,333	410,381	1,672,958	1,649,838

—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended May 9, 1987	Week Ended May 10, 1986	Week Ended May 2, 1987	April Total	Jan. 1 to May 10, 1986	Jan. 1 to May 9, 1987
AMERICAN MOTORS	750	2,009	764	3,052	18,543	12,149
Renault Total	750	2,009	764	3,052	18,543	12,149
Alliance	750	1,782	764	3,052	16,145	12,149
Encore	0	227	0	0	2,398	0
CHRYSLER MOTORS	22,200	25,212	24,416	88,632	522,250	426,382
Plymouth Total	5,300	8,656	5,913	22,144	149,624	139,673
Horizon	0	3,887	0	0	57,196	32,997
Sundance	1,700	0	2,224	8,827	0	39,687
Reliant	2,300	3,466	2,479	8,737	85,517	45,164
Caravelle	1,100	741	1,000	4,016	20,955	20,838
Gran Fury	200	562	210	564	5,956	987
Chrysler Total	9,100	6,499	10,107	35,892	179,284	131,033
Laser	0	801	0	0	19,925	0
LeBaron K	1,600	2,148	1,806	6,791	44,817	32,116
LeBaron J	3,600	0	4,012	12,188	0	39,094
LeBaron GTS	900	0	1,065	3,909	26,930	15,671
N. Yorker/E-Class	1,500	1,392	1,910	7,575	36,075	32,341
Fifth Avenue	1,500	2,158	1,314	5,429	51,537	11,811
Dodge Total	7,800	10,057	8,398	30,596	193,342	155,676
Daytona	1,200	1,198	1,627	6,116	19,578	18,442
Omni	0	3,443	0	0	57,143	28,363
Shadow	2,200	0	2,558	9,702	0	38,262
Aries	2,700	2,891	2,443	8,124	47,533	40,814
Dodge 600	1,000	1,834	931	3,845	32,255	18,485
Lancer	500	0	546	1,947	24,637	9,882
Diplomat	200	691	293	862	12,196	1,428
FORD MOTOR	38,871	38,083	39,885	168,456	679,863	723,448
Ford Division	27,654	27,100	28,147	120,851	464,971	503,859
Escort	6,969	8,009	7,154	31,226	149,837	131,189
Mustang	4,570	4,626	4,450	19,492	74,811	79,727
Tempo	3,989	4,398	3,794	16,183	76,589	70,602
Taurus	7,948	6,487	8,011	37,148	99,128	164,686
Thunderbird	4,178	3,580	4,738	16,802	64,606	57,655
L-M Division	11,217	10,983	11,738	47,605	214,897	219,589
Mercury Total	7,129	7,312	7,638	31,220	145,946	152,782
Lynx	239	1,441	643	2,983	24,219	18,389
Capri	0	0	0	0	6,139	0
Topaz	1,512	1,032	1,357	5,537	23,828	22,008
Cougar	2,788	2,398	3,136	11,184	44,464	60,615
Sable	2,590	2,441	2,502	11,516	47,296	51,770
Lincoln Total	4,088	3,671	4,100	16,385	68,951	66,807
Continental	410	406	412	1,651	7,818	6,691
Lincoln	3,066	2,755	3,075	12,292	51,721	50,104
Mark VII	612	510	613	2,442	9,412	10,012
GENERAL MOTORS	87,735	84,800	85,894	332,327	1,684,029	1,406,926
Buick Total	13,038	17,713	14,622	50,871	280,895	225,520
Skyhawk	0	1,911	0	2,310	32,949	13,713
Century	4,160	5,359	5,108	15,721	93,809	71,413
Regal	1,200	2,161	1,101	3,230	19,575	16,354
Somerset/Skylark	1,140	2,571	1,844	6,250	38,149	28,750
LeSabre (fwd)	3,840	3,215	3,271	13,855	41,435	44,278
LeSab./Elec. (rwd)	57	346	469	1,276	5,173	4,880
Electra (fwd)	2,400	1,501	2,573	7,510	41,229	39,548
Riviera	241	649	256	719	8,576	6,584
Cadillac Total	5,501	8,138	6,246	24,034	119,584	115,220
Cimarron	200	660	237	401	9,968	6,110
Allante	130	0	137	442	0	1,159
Brougham (rwd)	1,200	2,387	1,134	4,551	32,333	28,951
DeVille (fwd)	2,880	3,923	3,910	16,013	61,670	63,764
Eldorado	573	594	431	1,377	8,515	6,298
Seville	518	574	397	1,250	7,098	8,938
Chevrolet Total	35,609	23,574	32,234	131,479	542,286	529,900
Chevette	0	0	0	0	43,101	0
Camaro	2,620	2,835	2,575	12,651	80,389	38,886
Cavalier	8,300	8,525	7,700	34,578	160,621	134,536
Celebrity	8,199	5,676	7,706	26,968	112,926	135,822
Corsica/Beretta	7,750	0	6,250	25,782	0	97,733
Monte Carlo	1,900	2,187	1,924	6,914	44,371	27,153
Chevrolet	6,200	3,715	5,422	22,016	90,757	84,850
Corvette	640	636	648	2,570	10,121	10,920
Oldsmobile Total	17,006	20,666	16,266	59,586	428,189	265,428
Firenza	0	583	0	1,864	19,207	3,411
Calais	3,660	2,243	3,141	10,075	50,712	43,170
Cutlass Ciera	4,735	4,866	3,671	12,323	103,613	66,677
Cutlass Supreme	2,562	1,811	3,116	10,538	69,671	27,202
88 (fwd)	4,095	8,423	4,098	15,948	123,687	78,437
88 (rwd)	476	503	453	1,793	8,496	7,020
Olds 98	960	1,764	1,316	5,667	46,618	29,695
Toronado	518	473	471	1,278	6,185	6,218
Pontiac Total	16,581	14,709	16,526	66,357	313,075	270,858
Acadian*	0	0	0	0	6,131	0
Fiero	1,095	1,281	1,173	2,703	29,826	14,043
1000	0	0	0	0	9,808	0
Firebird	1,345	1,505	1,747	8,204	43,006	29,410
2000 Sunbird	2,343	3,058	2,453	9,904	53,550	43,324
Grand Am	6,220	4,801	5,314	23,718	82,557	93,374
6000	2,170	3,260	2,439	7,832	57,144	32,117
Bonneville	3,125	0	3,141	12,605	0	53,723
Safari/Parisienne	283	804	259	1,391	31,053	4,867
HONDA	6,700	3,880	6,604	28,678	68,179	118,997
Civic	1,679	0	1,770	7,041	0	37,361
Accord	5,021	3,880	4,834	21,635	68,179	81,636
NISSAN	2,960	0	2,972	12,426	21,517	50,511
NUMMI	4,000	3,600	4,165	15,929	65,908	69,082
Corolla	750	0	800	3,178	0	14,009
Nova	3,250	3,600	3,365	12,751	65,908	55,073
VOLKSWAGEN	0	2,020	0	6,394	32,646	25,927
Golf/GTI	0	2,020	0	5,494	32,646	21,477
Jetta	0	0	0	900	0	4,450
Total Cars, U.S.	163,216	159,604	164,702	655,892	3,092,940	2,833,422
Total Cars, Canada	12,190	25,234	17,683	69,052	425,829	298,692
N. American Cars	175,406	184,838	182,385	724,944	3,518,769	3,132,114
N. Am. Trucks	94,959	92,114	97,333	410,381	1,672,958	1,649,838
North American Cars and Trucks	270,365	276,952	279,718	1,135,325	5,191,727	4,781,952

*—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

NADA to fill two halls in San Francisco

SAN FRANCISCO — The National Automobile Dealers Association Convention and Exposition will fill both this city's major meeting and exhibit halls when it convenes Feb. 6-9.

"By using both the Brooks Hall-Civic Auditorium complex and the Moscone Center, we'll be able to overcome space limitations at each facility," said Jim Clark, convention committee chairman. The committee finalized arrangements last week for the 71st annual convention.

The two facilities are about a mile apart, and NADA will expand its shuttle bus service between the two halls and NADA hotels.

"Had we been limited to even the most spacious facility in San Francisco (Moscone), we'd still have had to turn away more than 100 firms which exhibited with us earlier this year in Las Vegas and want to be with us again in 1988. That kind of serious cutback just wasn't acceptable," he said.

NADA last held its convention in San Francisco in 1985; at that time 17,000 delegates attended. More than 24,000 persons attended this year's NADA convention in Las Vegas. "And since San Francisco has been one of the most popular cities and the most-visited city by NADA over the last 50 years, we're preparing for another record year," Clark said.

Exhibits, workshops, make meetings, tape sales, food service and exhibition registration will be available at both facilities.

Brooks Hall-Civic Auditorium will host opening and closing general sessions, the Sunday morning inspirational service, lifestyle section and tour program launches. The Moscone Center will be the sole site for delegate registration.

NADA exhibitions will occupy 120,000 square feet at Moscone and 50,000 at Brooks. "Brooks is being used for numerous events to help assure balanced delegate traffic there," Clark said.

The 24 hotels NADA has contracted with for room blocks are: Cathedral Hill, Four Seasons Clift, Fairmont, San Francisco Hilton, Holiday Inn Civic Center, Holiday Inn Financial District, Holiday Inn Fisherman's Wharf, Holiday Inn Golden Gateway, Holiday Inn Union Square, Hyatt Regency San Francisco, Hyatt Union Square, King George, Mark Hopkins, Marriott Fisherman's Wharf, Hotel Meridien, Hotel Nikko, Portman Hotel, Ramada Fisherman's Wharf, Ramada Renaissance, Sheraton Fisherman's Wharf, Sheraton Palace, Sir Francis Drake Hotel, Hotel Stewart and Westin St. Francis.

The first opportunity to register for the convention will come in mid-June when promotional brochures will be mailed.

Joining Clark, a dealer from Lawrence, Kan., on the convention committee are: Ernie Bates, Kentucky; Frank England, Mississippi; Ray Green, Illinois; Marv Hartwig, Iowa; Mark S. Herrman, New York; Harry Martens Jr., Washington D.C.; James H. McDonald, Nebraska; Robert F. Pulliam, South Carolina; Edward L. Scuncio, Rhode Island; Richard R. Smith, Missouri; and James A. Willingham, California.

Past NADA President James B. Woulfe, Dublin, Calif., is executive committee liaison, and Dennis Jungmeyer, Arkansas, is Automotive Trade Association executive liaison.

S/MAC 2700-1

Automotive News

May 18, 1987

©Entire contents copyright 1987, by Crain Communications, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

61st year—$50.00 per year, $1.25 per copy

AUTOMOTIVE NEWS JOE WILSSENS

Ford's high command meets shareholders
Ford Motor Co. officers field shareholders' questions at the company's annual meeting in Detroit last week. From left are Chairman Donald E. Petersen, President Harold Poling and Vice Chairman William C. Ford. At the meeting, it was announced that Ford will boost its capital spending into the 1990s as it attempts to add to its share of the U.S. market.
Story on Page 6.

Japan's parts firms speed U.S. attack; total may hit 300

By Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The troubled U.S auto parts industry is about to be overwhelmed by an unprecedented wave of Japanese investment in the United States.

An internal U.S. Commerce Department report obtained by Automotive News predicts that by the end of the decade, Japan will have as many as 300 parts and materials suppliers operating in the United States — competing with U.S. parts makers for business from Big Three and Japanese automakers.

The report surfaces as General Motors is planning to stop in-house production up to 10 percent of its own parts because they cannot be manufactured on a world-competitive basis. Similar re-evaluations are under way at Ford Motor Co. and Chrysler Corp. Those Big Three phaseouts and supply needs of Japanese assembly facilities under construction in the United States are sure to mean more business for outside parts suppliers.

And while U.S. auto parts trade associations quarrel with the 300 number in the Commerce Department report, they concede that at least 150 Japanese auto parts companies have announced plans to make U.S. investments by the mid-1990s.

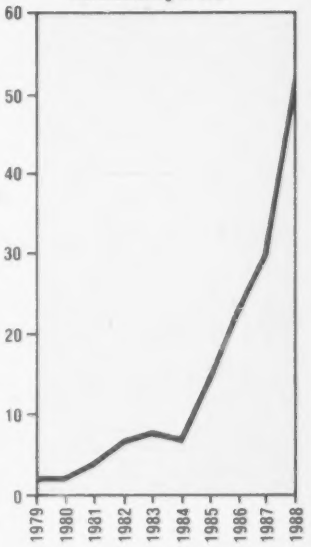
When those 150 Japanese parts makers join other Japanese automotive firms already manufacturing in the United States, the combined force will employ at least 35,000 people by 1989, according to a forecast by the Original Equipment Division of the Motor and Equipment Manufacturers Association.

The government's parts-making study was compiled for internal distribution to the Commerce Department's working group on auto-parts trade. It emerged at a time when there is widespread concern among U.S. companies and their employees about the future of manufacturing in this country. But the report pointed out that efforts by this country's Big Three auto manufacturers to cut costs and efforts by individual states to attract foreign investment are contributing to the decline of American-owned parts firms.

Japanese industry sources told

see PARTS, page 66

Japanese Auto Parts Firms Starting Manufacturing in U.S.



SOURCE Donald L. Conover

HAULERS: *Carrier alleges $400 million scam in overcharges on domestic autos*

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

A rate structure that charges domestic makers more than importers to ship cars is at the crux of a Tennessee haulaway company's lawsuit against the giants of the hauling industry.

In its lawsuit, Coltrans Systems Inc. claims that the domestic automakers are being overcharged because of the dual-rate structure on cars, and a Coltrans executive says the overcharge could be as much as $50 per car or $400 million a year.

The Big Three automakers declined to comment on haulaway rates, and the big haulers declined to discuss specific rates.

Coltrans claims that the defendants are violating the Sherman Antitrust Act by charging domestic automakers artificially high rates to subsidize lower rates given to auto importers.

Coltrans seeks $30 million in damages and maintains that the lawsuit is critical to its future because the company hauls primarily imported cars. Coltrans says it can't compete if other companies are operating below cost for roughly the same service.

The company has about 16 percent of the haulaway market for imports and has sales of about $50 million annually.

Defendants in the lawsuit filed in U.S. District Court for the Central District of California are Ryder System Inc., Leaseway Transportation Corp., Allied Services Inc., their subsidiaries and Cassens Transport Co.

Coltrans accuses them of providing depressed rates on imports in order to drive mid-size motor carriers — like itself — out of business. "In some cases, there is a difference in rates of up to $100 per car," said Norman W. Collins, Coltrans' president and chief executive officer.

Common carrier rates filed with the Interstate Commerce Commission in Washington lend support to Coltrans' complaint.

For example, Motors Convoy Inc., a subsidiary of

see HAULAWAY, page 64

More U.S. Hondas due for dealers

New program at Marysville slated to hike plant's output

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

MARYSVILLE, Ohio — Honda of America beheves increased automation and more efficient work methods will allow its Marysville plant to exceed its posted production capacity by next year — giving Honda dealers more U.S.-built cars to sell.

Shoichiro Irimajiri, president of Honda of America, said in an interview that next year's output may pass the 360,000 units Honda officials had termed the plant's capacity.

Productivity improvements worldwide are a major thrust within Honda, as it implements a plan revealed last December to become so efficient that the company can operate profitably even if the yen rises to 120 against the U.S. dollar.

The Marysville plant, which employs 3,700 workers, is expected to produce 320,000 Accords and Civics this year — a total that will exceed the company's original projection for 1987 by 20,000 units.

Irimajiri outlined the ways productivity will be increased even more at the Marysville plant.

"First we will introduce much more automation," he said. Secondly, Irimajiri said, focus will be on improving employees' work methods to eliminate wasted effort and shave seconds from each production step.

A Honda spokesman said that the Marysville plant has been able to produce beyond original expectations because improved production methods

see HONDA, page 62

AUTOMOTIVE NEWS JOE WILSSENS

Honda of America President Irimajiri

Western Star's future: Navistar or 'no sale'

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Western Star Trucks Inc., a medium-sized heavy-truck manufacturer, is expected to make an announcement in the next few weeks regarding its possible sale to Navistar International or its removal from the market as a sale candidate.

A board meeting of the principal shareholders of Western Star Trucks is scheduled May 20.

The meeting, already delayed once, may be delayed again, James Prendergast, chairman of Western

see SALE, page 64

BETHESDA MD 20814
4520 EAST-WEST HWY STE8
CONGRESSIONAL INFO SERV
ACQ EDITOR SRI
ACQ EDITOR
0303229208 AN00 8720 COMP WSZ
**********5-DIGIT 20814

Dealer sues Roman Motors — Page 2
Chrysler rejects minicar market — Page 3
Import stocks reach record levels in May — Page 66

AUTOMOTIVE NEWS JOE WILSSEIS PHOTOS

Tomorrow's automobile designers

If the future belongs to the young, the automotive designs by students at the Center for Creative Studies in Detroit will be shaping the next generation of cars.

Last week, some 20 domestic and foreign motor-vehicle manufacturers sent representatives to evaluate the work of 50 students enrolled in the CCS Industrial Design/Transportation Department.

Here, students Erik Klimisch, top, and Hermidas Atabeyki show off their respective automotive designs.

Automakers who visited CCS last week are offering jobs to the 13 seniors and will fill summer internship programs with underclassmen. The school will place about 95 percent of the students with auto manufacturers this year, according to Bill Robinson, assistant chairman of the transportation department.

The automotive designs by CCS students are on display at the school and can be viewed by the public until June 7.

Chrysler rejects minicar market

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Unlike its domestic competitors, Chrysler Motors plans no immediate foray into the minicar market.

Instead, Chrysler will rely on the Omni/Horizon America subcompacts to anchor the low end of its product lineup and may continue producing those models for an additional three to five years.

The base price of the Omni/Horizon America five-door hatchbacks currently is $5,799. Chrysler executives cited the relatively small volume of the minicar market and the strength of Omni and Horizon sales in explaining the decision to remain on the minicar sidelines.

Ford Motor Co. jumped into the mini market earlier this month with the launch of the Festiva, a new import from South Korea that has a base retail price of $5,765.

Chevrolet offers the one-liter, three-cylinder Sprint for $5,995. The Sprint is manufactured by Suzuki in Japan. The Subaru Justy, which has a base retail price of $5,495, also competes in the mini segment.

"We don't really see a compelling need for us to get into that market segment," said Robert Lutz, Chrysler Motors Executive Vice President. "We do have the Omni/Horizon Americas that are base-priced below $6,000. We can offer a five-door Omni/Horizon for just about the price of some of the Far Eastern mini, or almost micro, cars."

Chrysler has not announced where it will build the 1988 Omni and Horizon models. The cars were taken out of production in March at Chrysler's Belvidere, Ill., assembly plant to make way for the 1988 Chrysler New Yorker Brougham and Dodge Dynasty.

Inventories on May 1 showed a 51-day supply for Omni and a 55-day supply for Horizon. A 60-day supply is considered comfortable.

In an interview, Chrysler Motors President Harold K. Sperlich, said the America models could remain for several years.

"As long as they provide good value and good quality, they will last," he said. "At their price, they'll last quite a few more years. Three to five more years is easily within the realm. Are we certain of that? No. You can plan life cycles but you can't be certain what will happen."

Speculation in the past has centered on the possibility that Chrysler would compete in the bottom end of the market by importing a small car from a country such as Romania, South Korea or Taiwan.

Sperlich said the market below Omni and Horizon is "not that big a segment at this time.

"Down the road, we will need a replacement for Omni and Horizon," he said. "If the market for even lower-priced cars turns out to be significant, we'll have to be involved in it. We have to be involved in anything that's very significant, but we feel pretty content with our situation right now."

Allantes bring premium prices in auction action in Florida

Action at the auction may not be what Cadillac had in mind for its mint-new, big-ticket Allante, but the car made it to the block almost as soon as its paint was dry.

Florida Auto Auction in Orlando which handles a large number of exotics, was among the first auctions to move Allantes.

Dealer invoice price for the car is $46,659 and suggested retail price is $54,700. The car went on sale in certain areas of the United States in February.

The first car sold in Orlando went for a husky $60,000, according to Joe Greco, general manager. The seller was a Texas Cadillac dealer and the buyer an unidentified General Motors dealer from Alabama, he said.

Subsequently, Allantes were moved by Florida Auto Auction auctioneers at $58,750, $56,500 and $56,000.

A Cadillac spokesperson said, "When a car is hot you can't keep it off the auction. Those in Florida were sold at good prices and it's at the auctions that used-car prices are established so it's generally good news. It's certainly nothing Cadillac would be upset about."

— Roger Rowand

INDEX

Auction dates	46
Classifieds	50
Coming events	38
Inventories	66
Legal	45
News briefs	8
Opinion	10
Personnel	32
Production	67
Sales, car	66
Sales, import car	28
Sales, truck	12
Service management	18, 20
Truck industry	12, 14

61st year—No. 5181

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 965 E. Jefferson, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

Greenwald to be World Congress keynoter

Gerald Greenwald has never been one to back away from a challenge.

The biggest one in his automotive career occurred in April 1979, when he quit his job as president of Ford de Venezuela S.A. and joined then-struggling Chrysler Corp. as controller.

As a key member of Chairman Lee A. Iacocca's comeback team, Greenwald helped devise and carry out the long-range programs that made Chrysler successful.

Greenwald, now chairman of Chrysler Motors Corp., will be keynote speaker at the 12th Annual Automotive News World Congress, to be held July 26-29 at the Hyatt Regency Hotel in Dearborn, Mich.

The 51-year-old executive, who is responsible for all of Chrysler's automotive operations worldwide, will deliver the State of the Industry address on Sunday evening, July 26.

Greenwald is well versed on this year's World Congress theme, "Facing Up to Competitive Times." He's been traveling far and wide in carrying out an aggressive Chrysler strategy.

A few weeks ago, he was in Sant' Agata, Italy, where Chrysler concluded its acquisition of Lamborghini, famed performance-car maker.

In the past year, Chrysler also completed its Dodge City truck plant in Warren, Mich., at a cost of $500 million; retooled its St. Louis No. 2 plant for stretched minivans, at a cost of $475 million; spent $445 million to put new Dodge Daytona and Chrysler LeBaron cars into its St. Louis No. 1 plant; and spent $71 million to prepare American Motors' Kenosha, Wis., plant for the Chrysler Fifth Avenue and other cars.

Also in the past 12 months, Chrysler revamped its Belvidere, Ill., plant for assembly of its new full-sized Chrysler New Yorker Brougham and Dodge Dynasty, an $800 million undertaking; started construction of the Diamond-Star Motors Corp. plant in Illinois, a $600 million joint-venture project with Mitsubishi; reorganized its $2.8 billion parts business into a separate company, Acustar Inc.; and launched negotiations to acquire AMC.

In an effort to squeeze more than $500 million out of its costs, Greenwald said, the company has frozen white-collar hiring; cut out all management overtime premiums; and cut in half the merit-raise pool for its executives. Departmental budgets have been cut and Chrysler has asked suppliers for a price reduction.

"What we're telling our own people, as well as our suppliers, is that we're in a *war* right now," Greenwald said.

In his World Congress keynote address, Greenwald is expected to provide insights into how that industrial conflict is being waged on the automotive battlefronts of the world.

In addition to Greenwald, more than 30 other speakers — all industry experts — will address the World Congress.

For further information, write: Automotive News World Congress, 1400 Woodbridge Ave., Detroit, MI 48207, or call (313) 446-6047. Overseas inquiries cable: 810-221-5122 AUTNEW.

Design in aerodynamics
Fontaine Truck Modification Center, Louisville, Ky., is manufacturing bumper air dams and fuel-tank side shields to reduce drag and improve the efficiency of Ford's L-series trucks. New designs are being developed for the "hot-shot" and other markets.

Nissan Diesel uses Texas trade zone

The Auto Park in Midlothian, Texas, has announced that Nissan Diesel America will use Foreign Trade Zone 113 there to import Class 5, 6 and 7 trucks. Nissan estimated it will ship up to 20 percent of its U.S. volume from California to The Auto Park under that program.

The Auto Park, 25 miles southwest of Dallas, is designed for processing, distributing and storing motor vehicles. Mazda Motors, Isuzu Truck, American Honda and American Isuzu also use the park. Last year, it handled more than 90,000 vehicles.

A Foreign Trade Zone, although located within the United States, is considered for tariff purposes to be outside the U.S. customs territory.

DON'T PUT UP WITH ANYTHING LESS THAN OUR FIVE-YEAR WARRANTY.

If an above-the-floor lift doesn't come with this five year warranty, don't put up ~~with it. Put up with a new~~ Gilbarco lift instead.

We offer five years on parts, labor and travel. The best warranty in the business. But then, these new ATF lifts are among the best in the business too.

So how much do these great lifts with the great warranties cost? Not as much as you think. They're right in line with the competition's least expensive models. And we guarantee parts availability for a minimum 15 years from date of purchase.

Send us the coupon. We'll give you even more reasons why you shouldn't put up with anything less than Gilbarco.

Gilbarco
Gilbarco, Inc. Department A
P.O. Box 22087
Greensboro, NC 27420

☐ Tell me more about ATF lifts.
☐ Tell me more about In-Ground lifts.

Name _____
Address _____
City _____ State _____ Zip _____

Light-Duty April, Year-to-Date Sales

	April		Year-to-Date	
	1987	1986	1987	1986
Vans	17,126	16,185	59,193	56,550
Aerostar	14,286	12,683	48,478	41,047
Club Wagon	2,684	3,080	9,477	8,847
Ranger	30,281	23,700	107,119	90,794
Bronco	4,536	4,301	16,367	15,485
Bronco II	8,666	7,763	35,199	27,748
Pickups	50,983	43,590	173,610	164,129
Ford	**128,562**	**111,312**	**449,443**	**404,609**
Vans	10,241	11,952	32,794	40,736
Sportsvan	1,132	1,672	4,268	5,696
Astro	13,621	13,934	45,022	46,075
S-10	17,822	19,404	74,542	89,610
S-10 Blazer	11,387	14,173	47,376	49,580
El Camino	1,184	1,995	4,202	7,860
Blazer	2,647	3,643	9,665	13,240
Suburban	5,026	5,131	16,438	17,194
Pickups	39,977	38,215	131,172	143,215
Chevrolet	**103,037**	**116,019**	**385,479**	**393,206**
Vans	6,825	7,814	21,127	21,847
Ram Wagon	2,462	4,935	10,103	13,351
Voyager	12,015	10,773	34,814	38,441
Caravan	12,258	10,764	37,837	39,762
Mini Ram Van	1,269	1,317	4,467	5,258
Ram 50	5,486	6,263	23,897	24,714
Raider	1,665	0	5,427	0
Ramcharger	1,992	2,251	8,363	6,408
Dakota	9,007	0	32,637	0
Pickups	9,006	7,949	34,627	31,400
Chrysler	**62,985**	**52,066**	**213,299**	**181,181**
Vans	3,849	3,192	12,719	11,642
Safari	2,916	2,856	9,882	10,170
S-15	3,953	4,465	15,892	16,459
S-15 Jimmy	2,747	3,394	11,771	12,193
Jimmy	801	684	2,645	2,672
Caballero	162	205	546	965
Suburban	1,754	1,490	5,783	5,616
Pickups	11,403	9,292	35,799	36,225
P Model	597	446	2,106	1,391
W-4	95	127	449	376
GMC	**28,277**	**26,151**	**97,592**	**97,709**
Wrangler/CJ	2,751	1,975	9,069	11,327
Wagoneer	1,083	845	4,159	3,343
Cherokee	8,955	8,408	33,867	30,569
Grand Wagoneer	988	1,249	4,229	4,984
Comanche	3,256	2,132	12,214	10,078
J-10/J-20	111	135	502	499
Jeep	**17,144**	**14,744**	**64,040**	**60,800**
Toyota	29,816	28,265	96,702	118,418
Nissan	20,483	19,205	76,611	72,132
Mazda	10,807	14,112	38,638	44,424
Isuzu	9,714	9,606	31,387	36,678
Mitsubishi	4,606	4,986	15,732	11,506
Suzuki	8,341	2,875	28,942	12,187
Subaru	142	290	839	1,021
Range Rover	170	—	249	—
Imports	**84,079**	**79,339**	**289,100**	**296,366**
Industry Total	**424,084**	**393,631**	**1,478,953**	**1,427,871**

*Nissan includes domestically-built units in Tennessee

Light-truck sales records topple for April, 4 months

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Domestic light-truck sales continued at a record pace in April and for the first four months of the calendar year.

Sales of 424,084 light trucks in April were 7.7 percent higher than last year's 393,631, the previous April high.

January-April sales also set a record. The total was 1,478,953, up 3.6 percent over last year's count, which was the previous high.

Most truck companies and divisions — with the exception of Chevrolet, Mazda, Mitsubishi and Subaru — recorded good sales gains in April.

Full-sized pickup trucks have been showing a strong comeback, aided by Ford's restyled F-series, the recently introduced 1988 Chevrolet C/K and GMC Sierra models and special merchandising efforts, such as rebates, incentives and price-leader models, on Dodge's D and W-series.

Chevrolet and GMC are expected to benefitmore strongly from their respective 1988 C/K and Sierra series, beginning in May.

Chevy and GMC versions were officially introduced last month.

General Motors sources said there were production restrictions on the C/K and GMC Sierra models until recently, limiting available trim levels, for example.

The new pickups now are being built with in higher trim levels and production is accelerating.

In April, Chevrolet retailed 6,080 of the new 1988 C/K pickups and GMC sold 1,831 Sierras. So far, Chevrolet has retailed 9,887 C/K models and GMC has sold 2,969 Sierras.

Ford led the April sales parade by retailing 128,562 light trucks, up 15.5 percent from a year earlier. Chevrolet sold 103,037 units, a 6.3 percent drop; Chrysler, 62,985, up 21.0 percent; GMC, 28,277, up 8.1 percent; and Jeep, 17,144, up 16.3 percent.

Import sales totaled 84,079 units, up 6.0 percent from April 1986.

Suzuki continues to be the fastest-growing truck retailer with sales of 28,942 for the January-April period, more than twice the 12,187 retailed in the corresponding period of 1986.